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Build Wisconsin. 1925

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A.A.G.

Build Wisconsin

This page is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture

in co-operation with the Wisconsin Press Association.



NEW RULING TO ENABLE
ALL WEEKLIES TO COMPETE

CHANGE in the Best Front Page Class in the Wisconsin Newspaper Contest is being planned to enable the weekly paper published in the small town to compete on a more even basis with the larger weekly.

This is being recommended by the committee in charge of the contest which recently met. The committee men are T. G. Stone of THE SUN PRAIRIE COUNTRYMAN, E. F. Kramer of THE OREGON OBSERVER and Andrew W. Hopkins of BUILD WISCONSIN.

THE REGISTER OF MERIT

Every week BUILD WISCONSIN will publish the names of the editors and of their papers as they are entered in the Newspaper Contest. This is the first installment. The editors listed below responded like a shot out of a gun.

EDITOR	PAPER
Orlando H. Frantz	MILTON JUNCTION JOURNAL-TELEPHONE
Noel Nash	THE TWO RIVERS CHRONICLE
Chas. Lowater	THE SPRING VALLEY SUN
A. D. Bolens	THE PORT WASHINGTON STAR
Otto Zander	THE BRILLION NEWS
G. W. Greene	THE WAUPUN LEADER
H. H. Heidman	ALGOMA RECORD-HERALD
Sanderson & Harris	DOOR COUNTY ADVOCATE
J. Lewis White	THE WATERLOO COURIER
Eames Brothers	THE ELKHORN INDEPENDENT

Based on Population

THE committee is anxious to divide this class into three groups, based on the population of the town where the paper is published. The three divisions would be as follows: the first composed of papers published in towns having a population of 1,000 or less, the second in towns between 1,000 and 1,500

Build Wisconsin

inhabitants, and the third class in towns which exceed the 1,500 mark.

The reason for this suggested change is apparent. If the weekly paper published in a town with a population under 1,000 were to make up its front page to compete with the newspaper coming from the town of several thousand population, it would have to put most of its local news on the front page, even including its country correspondence.

May Give More Prizes

EITHER three separate sets of prizes may be awarded in the Front Page Class, triple the awards announced earlier or else a handicap will likely be given to the papers which fall into the first two classes, as determined by the town's population.

This change may affect the entries of some of the editors who have already sent in their applications for the contest. BUILD WISCONSIN will get in touch with these editors at once to learn if they desire to make any change.

Open to February 1

APPPLICATIONS and entries will be received up to February 1. These should be mailed to BUILD WISCONSIN, Agricultural Hall, Madison. Another application blank will be sent out to every editor in the near future.

The papers to be exhibited in the contest should be carefully folded and wrapped when they are sent to BUILD WISCONSIN. The committee suggests that each paper be folded only twice, making a half and a quarter fold on each page. And in sending the paper it should be placed between stiff card boards or in a paper box. If these precautions are taken, the paper will be neat and clean when it is exhibited.

Advertising Value Great

TO MAKE the contest distinct and something that will be of value not only to the country editors but also to the many visitors who will be here for Farmers' Week is the aim of the Committee.

Each paper will be displayed so that it will attract the most attention possible, and suitable comment on each weekly may accompany each exhibit.

The advertising value of a contest of this nature should not be overlooked, cautioned Mr. Stone. Hundreds of farmers from every section of the state will be in Madison for the annual Farmers' Week and they will want to see their home paper hanging right up with the rest, he added.

MARBLE HELPED MUCH
IN REDEEMING KANSAS



HE is a newspaper man, he is a dairyman, he is a great traveler, he is an expert community builder, and he is also the president of the National Editorial Association. These are a few of the qualifications of the speaker of the evening, George W. Marble of Fort Scott, Kansas."

Something like this is what Wisconsin's country editors will hear when George W. Marble is introduced when they assemble in Madison for the mid-winter meeting of the Wisconsin Press Association, February 5-7.

Judges at Weekly Contest

Besides being a headline attraction at the meeting of the editors, this Kansas newspaper man, dairyman, etc. will be asked to serve as one of the judges when the Badger weekly newspapers are judged.

Marble's service for his community reads like one of Aesop's tales--only modernized.

Too Much Wheat for Kansas

Around 1912 and '14 things were not going well down in Kansas. It seemed that Kansas had grown too much wheat, more than the market would bear, and Kansas wheat was not bringing much of a price--just like wheat every place else. Bankruptcy was a common thing in the Sunflower state in those days, and there were all together too many sheriff's sales right on the famed wheat lands.

Kansas then was similar to Wisconsin in 1870. She was not much of anything but a wheat state. When her wheat failed or when the market was poor, she was in a sorry plight. In short, she had not made the acquaintance of the dairy cow.

Just what to do for Kansas' ailment was perplexing. Many of her towns wanted to house factories and large industries. The townspeople put their money into various enterprises, and in most cases they saw their money never came back to them, and more bank failures resulted. But a few men in the state decided it was not

Marble Will Travel 1000 miles to Tell Badger Editors How He rebuilt His Community. He's a Peer at This Game, and Can Tell You How It Can Be Done Right In Your Own Community.

Number 4.

more industries that Kansas needed right then; instead, she needed diversified farming or a little dairying mixed with her wheat, corn and oats.


One of these men was George W. Marble, editor of THE FORT SCOTT TRIBUNE, a daily newspaper published in Bourbon county.

Studies Badger Dairying




Marble came up to Wisconsin to look at her cows, her farms, her creameries. He took notice of a lot of things that were not being done in Kansas, but he saw no reason why they couldn't be duplicated in the Sunflower state. And at the Wisconsin College of Agriculture he got some more pointers.

When he got back to Fort Scott he told the business men and farmers what he had seen. It sounded good to them, and as Marble continued "to sing the dairy song" in THE TRIBUNE they realized that dairying was their salvation. Fortunately the opportunity to establish a milk shipping station in Fort Scott came along and the local people got behind the movement. All this time Marble's paper was "talking" dairy farming, just like a house organ for better farming.

How Do You Market Your Crops?






With Every Ton of Grain Sold

<p>At the Elevator, the farm loses</p>  <p>2 to 3 Dollars to the bushel</p>	<p>At the "Yards," as most animals, the farm loses</p>  <p>1 to 1.25 Dollars to the bushel</p>	<p>At the Creamery, as butter fat, the farm loses</p>  <p>25 Cents to the bushel</p>
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EXCLUSIVE GRAIN FARMING MEANS:	PROFITABLE MEAT PRODUCTION MEANS:	PROFITABLE DAIRYING MEANS:
<ol style="list-style-type: none">1. Selling the farm by the wagon load2. Uncertain returns and, in the end, crop failure3. More and more ditches and gullies4. Unsteady employment of men and reduced labor efficiency5. Sale of unfinished products and hence lower prices6. More tenant farmers7. More temporary agriculture (unless soil is artificially fertilized or green manuring practiced)	<ol style="list-style-type: none">1. Keeping on the farm much of the fertility produced2. Crop insurance and increased returns3. Better use of untilled land4. Better help and better distribution of labor5. Manufacture of crops into meat6. More farms operated by owners7. More permanent agriculture	<ol style="list-style-type: none">1. Enriching the soil2. A regular income and a growing bank account3. Fewer gullies and ditches and land made more tillable4. Steady employment of labor and better men5. Manufacture of high-priced finished products, better prices, and higher returns6. Better business methods and, in the end, land ownership7. More permanent agriculture

Concentrate Your Load
And Thus Reduce Your Cost of Marketing

 <p>Value of Load of 1000 lbs. \$5.00</p>	 <p>Value of Load of 2000 lbs. \$10.00</p>	 <p>Value of Load of 3000 lbs. \$15.00</p>
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For further information on farming in Wisconsin write to
AGRICULTURAL EXPERIMENT STATION, THE UNIVERSITY OF WISCONSIN, MADISON

To promote dairying in his community George W. Marble gave an entire page in his paper to reproduce this cut.

Back in 1915 the Wisconsin College of Agriculture published the poster, "How Do You Market Your Crops." This was about the time Marble visited Wisconsin. He caught the idea back of the poster and took a copy of it to Fort Scott. A few days later THE TRIBUNE came out with a full page cut of this particular poster. Other agricultural news emanating at the Badger college was used by this Kansas editor in starting his community the dairy way.

Home Community Booms

Cows were imported into the county, and better times came. More shipping stations were erected, creameries were built, the leaks in the farming system, as practiced around Fort Scott, were detected and were plugged tight. Bourbon county became a great dairy center, and today it is called "the Wisconsin of Kansas."

Dairying proved contagious in Kansas, and other communities followed in Bourbon county's wake. Today Kansas is not a one crop state. Her representation at the National Dairy Show proved that she has some great dairy cattle. She has great numbers of dairy and beef cattle, sheep and swine; she raises a lot of alfalfa and incidentally no small amount of wheat, corn and oats.

Milks His Cow for Golf

Something of a dairyman himself is this Kansas editor. For his golfing exercise he finds it most satisfactory to milk his own Guernsey cow. This particular Guernsey matron cost Marble \$665.00, but he says he would hardly take that sum for her heifer calf.

"My relaxation is studying dairy type, feeding results, and cow ailments. I have actually brought back a lost quarter on a cow, as a result of close observation and attention."

Marble is not a college graduate, but a graduate of the school of experience. He now owns the paper where he once turned out stories for \$10.00 a week. As head of the National Editorial Association he is ever striving to build better newspapers. He believes that "a newspaper can make or break its community."

The Paper, A Trail Blazer

"A newspaper more than any other agency, can analyze the needs of a town," says Marble. "It should always be on the lookout, ready to originate constructive movements. Naturally they must be intelligently directed. They cannot be mere fads or hobbies, wild guesses at what is best for the community. Any suggestion should be proved economically sound before attempted."

The redemption of the Fort Scott community shows that THE TRIBUNE editor practices just about what he preaches.

Marble Will Travel 1000 miles to Tell Badger Editors How He rebuilt His Community. He's a Peer at This Game, and Can Tell You How It Can Be Done Right In Your Own Community.

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

January 12, 1925

THE
REGISTER
OF MERIT

Only 24
Days Until
Press Meeting

A flurry of applications in the Newspaper Contest blew our way during the past week. Following the practice initiated in the last number of BUILD WISCONSIN, the names of the editors and the newspapers are given below. Applications can be sent any time up to February 1, but it is more convenient for the committee in charge if the editor makes his application for entry as early as possible. The division of the Front Page Make-Up Class and the increase in awards, announced in this issue, should cause another flurry of entries to blow from all corners of Badgerdom to the capital city.

Here are the editors who recently entered, along with their charges.

EDITOR	PAPER
A. R. Todd	LAKE GENEVA NEWS-TRIBUNE
F. R. Bloodgood	THE WHITEWATER PRESS
W. B. Van Winter	THE VIOLA NEWS
C. B. Mueller	THE JEFFERSON BANNER
Spradling and McCoy	THE SPARTA HERALD
Wm. A. Mayhew	CLINTON TIMES OBSERVER
Dick Pugh	LUCK ENTERPRISE
E. J. Scott	SHAWANO ADVOCATE
Mark R. Bell	LADYSMITH NEWS-BUDGET
Edward Morrissey	DELEVAN REPUBLICAN
A. F. Enders	RICE LAKE CHRONOTYPE
R. H. Markus	THE COLBY PHONOGRAPH
L. H. Zimmermann	BURLINGTON STANDARD-DEMOCRAT

50 EDITORS TO GET THEIR "KEEP" FOR ADVERTISING

FIFTY Badger editors will exchange room rent for advertising when they come to Madison for the Press Conference in February.

The Loraine Hotel, one of Madison's best, has made arrangements to trade room rent during these three days for advertising space to the first fifty editors of weekly newspapers who send in their reservations.

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Build Wisconsin

The Loraine is to be the headquarters of the Badger editors when they come to the capital city, and some of the meetings will be held there. Manager E. J. McDonnell says that reservations by mail will be accepted.

SPECIAL R. R. FARES FOR BADGER EDITORS

TO Madison and back home again on a special rate of a fare and one half for the round trip has been granted Badger editors who will attend the mid-winter Press Meeting in Madison, February 5-7.

The round trip tickets, according to an announcement of the Western Passenger Association, are sold at one and a half times the one way fare. No ticket of less than fifty cents will be sold on the reduced rate schedule.

No certificates are necessary for the editors when they purchase their tickets at their home stations. The reduced fare tickets may be purchased any time between January 31 and February 6; and the final date has been set at February 9. Stop-overs at intermediate points are not allowed.

ESTABLISH THREE GROUPS IN THE FRONT PAGE CLASS



division of the Front Page Make-Up Class of the first Wisconsin Newspaper Contest into three groups, based on the population of the town where the weekly is published, was affected when additional funds were secured to cover the awards for each of the new groups.

In each of the groups of this single class, prizes of \$25, \$15 and a three year's membership in the N. E. A. will be given for first, second, and third places.

Wisconsin Organizations Aid

THE new awards swell the premium fund to \$250.00, which now covers 18 separate prizes. This is one of the largest premium funds ever offered at a newspaper contest for country editors.

Two Wisconsin organizations are responsible for the additional \$100.00. One of these is the WISCONSIN STATE JOURNAL, a Madison daily paper. A. M. Brayton and I. U. Sears are editor and business manager, respectively, of this daily. The other donor is the Wisconsin Manufacturers' Association, with headquarters in Madison.

To Give Honorable Mention

ANOTHER feature of the contest recently added is the awarding of "honorable mention" to the twelve high papers in each class, that score just below the winners in each class.

Class 1 or the Front Page Make-Up Class, as now arranged, will carry with it \$150.00 in awards. From the census figures of the past year the towns will be divided into three groups and the papers published in these towns will be placed in that group.

Into Group 1 will be put the weeklies that are published in Wisconsin towns having 750 or less population. Towns between 750 and 1,500 "house" the papers falling into Group 2. And the weeklies coming from the larger towns, above the 1,500 population figure, will go into Group 3.

Benefits Small Weekly

THE new ruling will enable the weekly coming from the town of 300 to 600 people to enter the competition in this class on the same basis as the larger paper published in the county seat town.

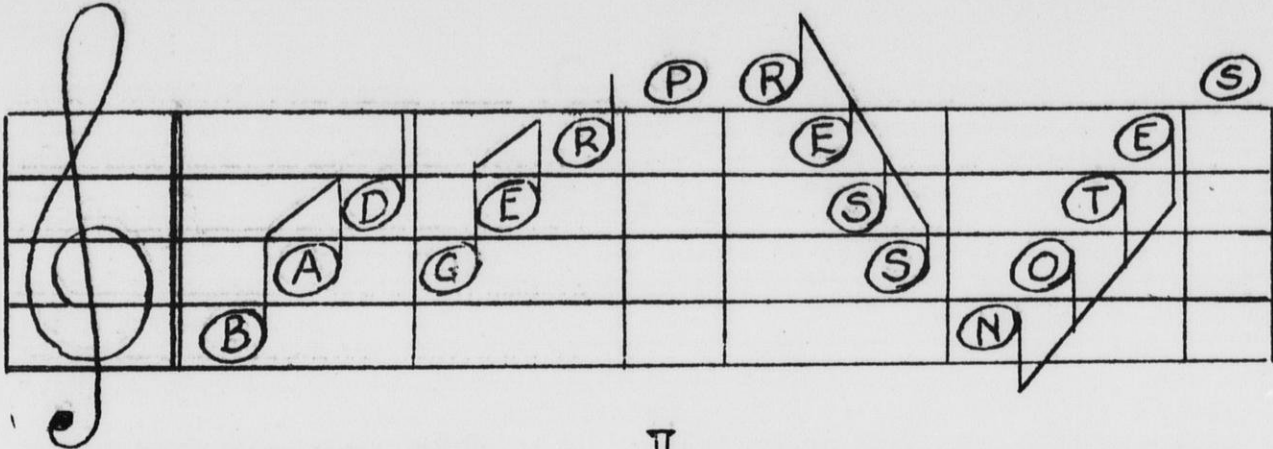
Instrumental in securing the new awards is the committee in charge of the meeting. The members are E. F. Kramer, of THE OREGON OBSERVER, T.G. Stone, of THE SUN PRAIRIE COUNTRYMAN and Andrew W. Hopkins, of the Wisconsin College of Agriculture.



A copy of the annual Farmers' Week program was sent to every country editor during the past week. If the post man didn't deliver yours, just tell B. W. and another copy will come your way in short order. You can't do too much in boosting this event. If a big crowd of farmers from your community come to Madison, February 2-6, it means that your rural people are anxious to find out which way they are now to turn. More dairying or more diversification? And in the end it means more prosperous farmers in your home community, and prosperous farmers are necessary for healthy circulations among the Wisconsin weekly newspapers.

There are still a few editors who have not sent BUILD WISCONSIN a copy of their stationery. These may be received any time up to February 1 for the letter head exhibit at the Press Meeting.

The complete program of the press Meeting will appear in the columns of B. W. during the next fortnight.



SPEECH GETS FRONT PAGE NOTICE

IT'S seldom that your country neighbor writes an article for THE ATLANTIC MONTHLY, and it is more seldom that such an article is accepted, even after being prepared. This magazine, one of the best published in the United States, has a very learned and prominent group of contributors. Still Burlington people claim among their country folk a farmer, who has been honored by this exclusive magazine. His name is Glen W. Birkett, and the title of his ATLANTIC MONTHLY article was "The Farmer Speaks Out". Birkett recently addressed the Rotary Club in Delavan, and THE DELAVAN REPUBLICAN thought the speech important enough for front page notice, and, moreover they published the entire speech. It certainly looked good to us, when viewed from this angle, and we feel that every word of Farmer Birkett's speech was read by Delavan folks.

STAR IS EIGHT YEARS OLD

TO kill two birds with one stone is the job THE WEST ALLIS STAR tackled and accomplished at Christmas time. In the issue before Christmas, Editor A. F. Sells celebrated the Yuletide and also made merry over the eighth birthday of this enterprising Milwaukee county journal. In these eight brief years THE STAR has made rapid progress; today its publishers own a modern building and they print this weekly on ultra-modern machinery.

Though published near Milwaukee THE STAR does not feel the pressure of the large dailies to any great extent. Here is what Editor Sells has to say on the relation of the country newspaper to the city daily:

"Contrary to the opinion held by a number of people who have not delved into the matter, there is absolutely no comparison between the daily press and the weekly publications. Inasmuch as each paper is operated under an entirely different plan, and moreover covers its respective sphere, competition itself plays no role whatever. The fact that the daily press has contributed in a great measure to the assistance of her smaller brother, the weekly press, is in itself indicative that the mutual relations are marked by the most amicable feelings."

STUDY ADS FOR RESULTS

WE had 14 want ads from farmers last week. We have noticed that those who put the most thought into writing their ads get the best result from their copy. The more you tell about the article you have for sale, the more interest you create and consequently the better results you get. If you are buying a bull or a boar you would want to know the breed, age, weight and records of the dam and the sire. Also the number in the litter, if a boar, and above all the price. It is our wish that the advertiser get the best results from their advertisements."

This is how THE ELKHORN INDEPENDENT looks at farmer service. Between the lines one reads, "This paper must circulate widely among the farmers". It does. It gives the greater part of a page every week to the happenings of Walworth county farmers.

LAKE GENEVA PAPERS MERGE

CONSOLIDATION of two Lake Geneva weekly newspapers was affected when THE NEWS and THE TRIBUNE were merged into THE LAKE GENEVA NEWS-TRIBUNE by John H. Miller, president of the Associated Editors Inc., of Chicago and Arthur R. Todd, a former newspaper man of Rockford, Illinois.

Under the direction of the new owners several issues of the new weekly have been published. Todd, who will edit the paper, is an experienced newspaper man having worked on several papers in Ohio, and previous to his present position he was with THE ROCKFORD MORNING STAR. The other owner, J. H. Miller, besides being president of the Associated Editors Inc., one of the largest syndicates in the country handling features for daily papers, publishes papers in several Illinois towns.

THE LAKE GENEVA NEWS was formerly owned by a corporation known as the News Press. A partnership consisting of J. T. Dawson, its editor, Professor Roscoe B. Ellard of Beloit College, and F. J. McKay, editor and publisher of THE WALWORTH TIMES, formerly owned THE LAKE GENEVA TRIBUNE.

In behalf of the newspaper men of Wisconsin BUILD WISCONSIN welcomes Editor Todd and his associate, Mr. Miller, into the fold and wishes them every success.

LAUDS BARRON PAPER

GREELEY, Dana, Bennett and the rest of the "personal journalists", now extinct with the passing of Henry Watterson, found that the lambasting of their fellow editors with verbal slams was entertaining and beneficial to the public. The absence of this spirit of excessive personal touch both in the editorial and in the news story characterizes twentieth century journalism. Country editors, today, see much goodness and virtue in the work of neighboring editors and are just as frank and earnest in telling their readers about it as their fathers were in proclaiming the faults and shortcomings of every other editor in the territory by their scathing editorials.

A Dunn county paper, THE BOYCEVILLE PRESS, admires the dairy industry of Barron county and is not a bit shy in saying so. Much of the credit for the standing of dairying in this neighboring county, Editor H. K. Halvorson of THE PRESS attributes to THE BARRON COUNTY NEWS-SHIELD. Here is a part of Halvorson's story:

"Where nature left off - it was here that THE BARRON COUNTY NEWS-SHIELD started in to complete the work of making Barron county the greatest Holstein county in the world. Barron, blest with thousands of acres of fertile land and wonderful grazing, is known from coast to coast for its great herds of Holsteins. Other counties could well emulate their splendid example by marketing their scrub cattle and replace them with purebreds."

JOB PRINTERS ARE IN ON THE PRESS
MEETING. A BIG SLICE OF THE PROGRAM
HAS BEEN CUT FOR THEM

**Build
Stronger
Business**

Build Wisconsin

**Blanket
the Home
Community**

Volume 3

Number 3

January 19, 1925

"Covers Wisconsin Like the Sunshine"

"Good Work",

Says Wisconsin

To New Jersey

No Entry Fee
in Badger Contest

LITTLE New Jersey, too, has a knack of doing things. Her newspaper men are especially keen to make the most of their opportunities. What her state Press Association did at their annual meeting is worthy of mention to Badger editors.

First of all, remember that the Garden state is about one-seventh the size of Wisconsin.

Yet in her annual newspaper contest no less than 200 papers were entered and nearly 100 representatives of the "big mosquito state" papers were present for the judging

and conference put on at the same time.

The contest was very successful. The committee even collected a \$5 registration fee to help in meeting expenses. Withal the New Jersey folks stages a wonderful contest, and had a great representation of editors at the press meeting.

Badger editors should get a lot of inspiration from the way New Jersey did things. Only in a few ways does the contest in Wisconsin differ from that of the sea board state. No entry fee is charged for the Wisconsin contest. There are only a few rules of importance--to be entitled to enter, a paper must be a weekly and it must be published in the confines of Badgerdom.

Liberal cash awards characterize the Wisconsin Newspaper Contest. Over \$250.00 in prizes will be distributed and 18 distinct awards will be made.

Come on, Wisconsin. Let's go!

BIG BANQUET PLANNED FOR COUNTRY EDITORS

Seven Madison organizations will play hosts to the Badger editor when he meets in the capital city, Friday night, February 6.

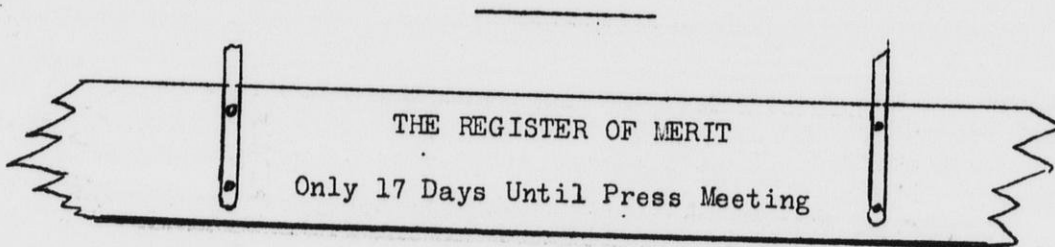
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Build Wisconsin

The banquet is scheduled for the second night of the editor's three-day conference. Besides the preparing of a novel menu, the service organizations have arranged an interesting program which only newspaper men can enjoy.

Though this affair is to be exclusive, the country editor will be able to slip pass the doorman without any questioning. The organizations, that are honoring Wisconsin's editors, are the Gyro Club, Dr. Arnold Jackson, president, Kiwanis Club, W. O. Hotchkiss, president, Lions Club, Norman B. Henderson, president, Optimist Club, L.C. Viel, president, Rotary Club, Carl Tenney, president, and the Association of Commerce, T. G. Murray, president.



During the past week the following editors filed their entries for the Newspaper Contest with BUILD WISCONSIN.

EDITOR

Halbert L. Hoard
Mabel C. Sells
G. W. Garlock
F. Curtiss-Wedge
E. M. Bardill
E. C. Clark
Frank J. McCay
L. E. Perry
Osborne Brothers
Bert A. Gipple

PAPER

JEFFERSON COUNTY UNION
WEST ALLIS STAR
WEST SALEM NONPARIEL-JOURNAL
BARRON COUNTY NEWS-SHIELD
SPOONER ADVOCATE
ABBOTSFORD TRIBUNE
WALWORTH TIMES
SHEBOYGAN COUNTY NEWS
TOMAHAWK LEADER
GALESVILLE REPUBLICAN

DID you get the letter from E. F. Kramer, Editor of THE OREGON OBSERVER? He wants to make this year's newspaper contest the best that has ever been staged anywhere. In case you haven't entered your paper in the Community Editorial Page class, use the application blank that we sent you. If, however, you are sure you have already entered your weekly, it will not be necessary to do so again.

--B.W.--

AND the B.W. questionnaire that went with Editor Stone's letter. You see its possibilities. We just want to boost Wisconsin and we can do it to fine advantage during Farmers' Week. Every community should be represented. Talk the matter over with your merchants and farmers and send us the completed questionnaire soon.

--B.W.--

HERE is some doubt about the number of copies of issues of papers needed for the contest. Only one for each class in which you enter. If you enter the competition in the three classes, you need three papers, either of the same issue or of different issues. Any number published between February 5, 1924 and February 1, 1925 can be entered.

--B.W.--



TWO Badger editors, newcomers in these parts, entered the Newspaper Contest last week. One of these men just took over his paper (his first number came out January 7); the other has been on the job for about a month. If these are of the type of workers that are coming to Wisconsin to engage in newspaper work, BUILD WISCONSIN says loudly, "Give us more".

"Open to every Wisconsin editor", in every day lingo, means that the contest is a free for all.

--B.W.--

NOTHING but a large entry will satisfy BUILD WISCONSIN. In Wisconsin we don't do things like the folks in some of the other states - that would be too commonplace. We do them better.

So it is with the Newspaper Contest. We have assembled one of the largest premium funds ever awarded at a contest for weekly newspapers -- over \$250.00.

NO WORK is entailed in entering this first state-wide contest. BUILD WISCONSIN claims precedence over all for the manual labor connected with the affair. The individual editor is called upon to do just these things.

- (1) Notify BUILD WISCONSIN, Agricultural Hall, Madison, that he wishes to enter one, two or three classes.
- (2) Select out his best issue or issues, published between February 5, 1924 and February 1 of this year.
- (3) Send this or these issues to the committee, and
- (4) "Watch for the fire works".

We hope that just about every Wisconsin editor will be at the convention, but if you simply can't come, don't let that misfortune keep you from entering your paper. You will not lose anything and the publicity you gain will pay you a thousand fold.

--B.W.--

BADGER PRESS SLANTS

MCCOY HAS BEEN SICK

Editor John McCoy, of THE KAUKAUNA TIMES, has been under the weather lately and he wasn't feeling any too well over the holidays. But a Christmas remembrance in the form of a piece of mistletoe sent from a friend in England helped to cheer up this Outagamie editor. Though unable to use the mistletoe as it should be used Editor McCoy says he is going to try its effect on his doctor the next time he visits him.

--B.W.--

NOW HAS FOUR LINES

LEAPING linotypes. Another one of these printing devices has been added to the equipment of THE EVANSVILLE REVIEW, now making four linotypes owned and used by this one paper. Editor J. I. Scott says it's all caused by the rapidly increasing circulation and job printing that has been coming toward THE REVIEW. The new labor saver is a Model 26.

--B.W.--

NINMAN WITH TIMES 25 YEARS

TWENTY-SIX years of service has just been marked on the book of life for THE REEDSBURG TIMES. And one year after this weekly was established the present publisher, T. C. Ninman, took charge, and he has ever since been the helmsman. Before Christmas Editor E. B. Walters took the opportunity of preparing an anniversary number and added to it many Christmas features. Printed in three sections and containing no less than 32 pages, of which nearly all was home printed, THE TIMES came forth full of local news of more than common interest. The history and development of the important industries of the town were played up in true anniversary manner. In a letter to THE TIMES' readers thanking them for their patronage, Ninman assured them of the part this weekly would play in the future. "No business can endure without the immeasurable asset of public confidence, and in exchange for that is morally obligated to return value received in service rendered. This shall continue as the policy of THE TIMES in the future, as in the past".

--B.W.--

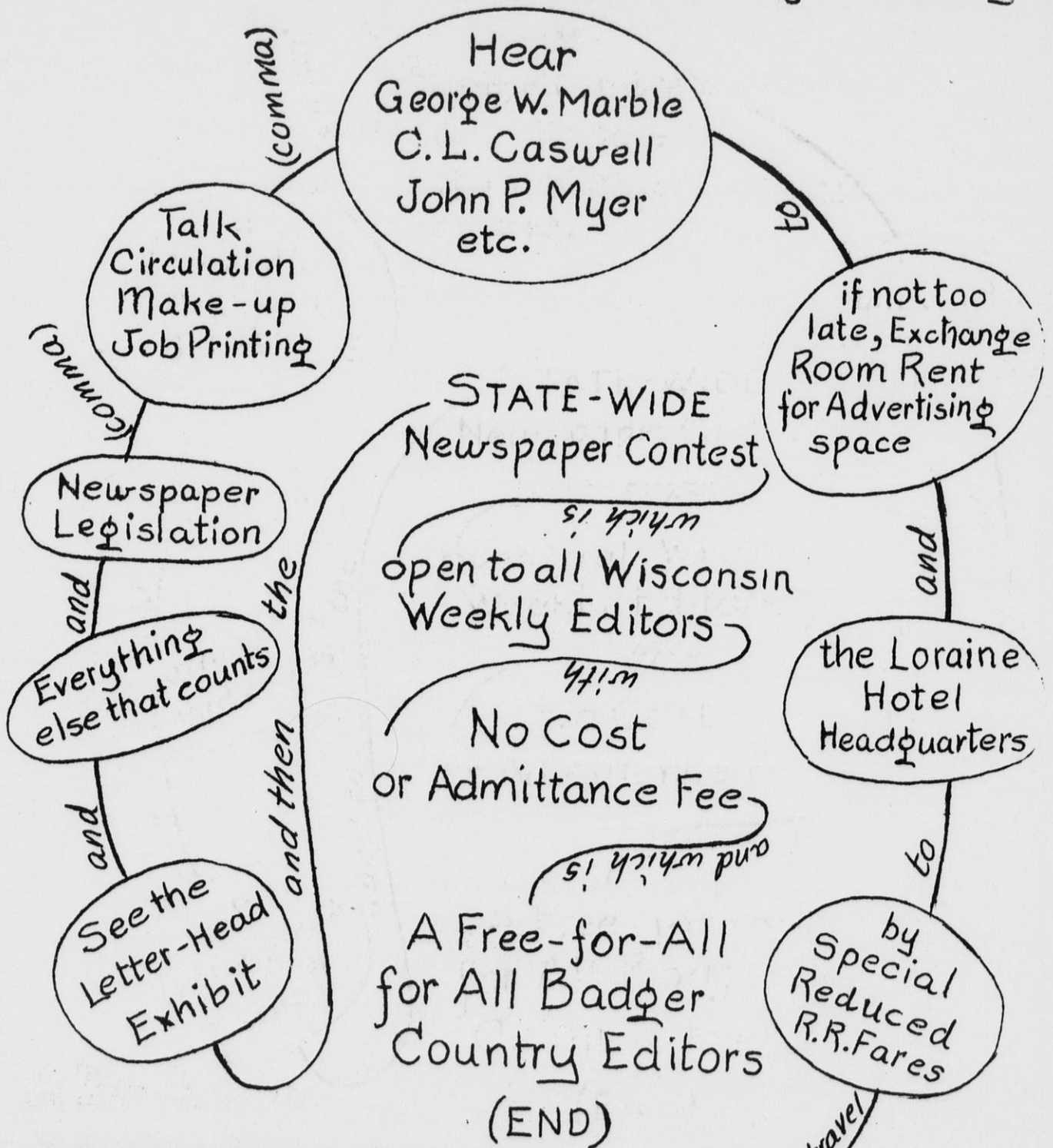
MORSE, NOW POSTMASTER

S.R. MORSE, editor of THE RIVER FALLS JOURNAL, was recently appointed to fill the post office position in his home town.

~~---B.W.---~~

*A TIP-TO SAVE SOME TIME AND A TWO CENT
STAMP, SEND THE QUESTIONNAIRE ABOUT
YOUR COMMUNITY WITH THE CONTEST
ENTRY BLANK*

A 92 Word Sentence, to be avoided in your weekly



START HERE

WISCONSIN COUNTRY EDITORS, WILL
HOLD FORTH IN THE CAPITAL CITY
FEBRUARY 5-7

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

January 26, 1925

Number 4

"First, Last and Always - Better Badger Weeklies"

THE REGISTER OF MERIT

Applications for entry in the Newspaper Contest gained momentum during the past seven days. The personal letter from E. F. Kramer, of THE OREGON OBSERVER, worked wonders for the Community Editorial Page Class. This class, which formerly had the smallest number of entries, now ranks in popularity with both the Front Page Make-Up Class and the Farm News Service.

The list of entrants discloses the fact that the weeklies published in the small towns are not going to stay at home during the first week in February. For several publications edited in towns having less than 500 heads have already entered the contest.

During the coming week application blanks, all filled out, and papers, to be entered, should literally rain into the office of BUILD WISCONSIN. Let's make the list of entrants in next week's issue of B. W. longer than it ever has been. Only you fellows, who haven't sent in your application, can help to put this over.

Below is the list that entered during the past week:

EDITOR
M. P. Peavy
W. H. Conrad
Frank B. Gussler

NEWSPAPER
DARLINGTON REPUBLICAN-JOURNAL
MEDFORD STAR-NEWS
BANGOR INDEPENDENT

Only Ten Days Until Press Week

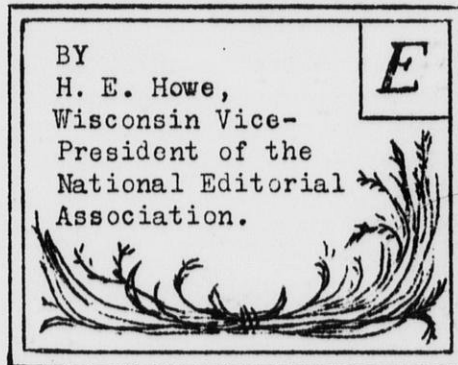
This sheet is in the interests of the community newspaper.
Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

John A. Kuypers
H. B. Kacmpfer
A. T. Nabbefield
T. W. McLain
J. H. Frazier
B. Giegerick
E. F. Kramer
Alvin F. Johnson
C. L. Coward
T. G. Stone
B. A. Roate
Fred L. Hook
George G. Gaskill
Earl F. Moldenhauer
L. E. Williams
Ed. C. Riemer
C. F. Wehrwein

DE PERE JOURNAL DEMOCRAT
WEST BEND PILOT
CADOTT SENTINEL
WEST ALLIS NEWS
CRAWFORD COUNTRY PRESS
SAUK COUNTY NEWS
OREGON OBSERVER
DE FOREST TIMES
THE LODI ENTERPRISE
SUN PRAIRIE COUNTRYMAN
NEW HOLSTEIN REPORTER
SOUTH MILWAUKEE JOURNAL
ARGYLE ATLAS
CLINTONVILLE TRIBUNE
RANDOLPH ADVANCE
MARATHON TIMES
PLYMOUTH REPORTER

N.E.A. BOOSTS CAUSE OF COUNTRY WEEKLY



VERY worthwhile newspaper today solidly backs up its community and boosts organization work, community enterprise evidenced by the local Rotary, Kiwanis or other service clubs, Cow Testing associations and by Boy's and Girl's Calf clubs. The newspaper receives beneficial results from supporting local organization activity.

Dissemination of agricultural news through the weekly papers has increased the attendance at farmer institutes; inspired young men to attend dairy and farm short courses; helps our fairs and dairy shows; and brought out the greatness of Wisconsin as a dairy state.

So, also the summer tours and getting together of the weekly publishers have benefited everyone who has attended those excursions and conferences.

Always On Guard

HOWEVER, there are greater things of importance to the publishers of the country that must be handled through national organizations, for many laws are made at Washington as well as at Madison that help or hinder the publisher.

For instance, today the question of increased postal rates is inimical to the country publisher because the proposed changes will benefit the large publications. The large publications are effectively organized, and it has only been two years since the country newspapers had a representative at Washington.

We feel that if the publisher advocates the organization of the farmers, the publisher needs the same medicine. For example, we believe that if every country publisher would constantly and consistently protest the printing of stamped envelopes at less than cost, and the shipping of them by mail at public expense, the wrong would be abolished in one year.

Helps State Organizations

THE N.E.A. is actively assisting in stronger state associations and it has shown the smaller papers the justice of a twenty-five cent advertising rate.

It has a greater work to do and especially for the country weekly. No publisher can shirk his state and national association responsibilities and remain a consistent community booster--our community is the world.

21 BADGER EDITORS ARRANGE CONFERENCE



TWENTY-ONE editors of weekly newspapers published in West Central Wisconsin will talk shop at a two-day conference in Sparta, January 30-31.

Both the editorial and the business problems of the weekly will be discussed at this gathering. To promote cooperation among the papers of this area is one of the big purposes of this gathering of western county editors.

The papers comprising the weekly press of West Central Wisconsin are THE BANGOR INDEPENDENT, CASHTON RECORD, ELROY LEADER-TRIBUNE, HILLSBORO SENTRY-ENTERPRISE, KENDALL KEYSTONE, JUNEAU COUNTY CHRONICLE, MAUSTON STAR, LA FARGE ENTERPRISE, MELROSE CHRONICLE, Necedah REPUBLICAN, NEW LISBON TIMES-ARGUS, NORWALK STAR, LA CROSSE COUNTY RECORD, MONROE COUNTY DEMOCRAT, SPARTA HERALD, TOMAH JOURNAL, TOMAH MONITOR-HERALD, VERNON COUNTY CENSOR, WESTBY TIMES, WEST SALEM NONPAREIL-JOURNAL and THE WILTON HERALD.

J. W. Spradling, of THE SPARTA HERALD, will preside.

ONE QUILTS, ANOTHER STARTS

WHEN one Badger weekly suspends publication, a new one enters the field, and in the end the total number of weekly newspapers in the state stays near to 350. Just as Edmun Schaffenberg, Jr., was closing the forms of THE NEKOOSA PRESS, Marshall F. Browne was preparing the first number of THE EAST SIDE NEWS, in Madison. THE NEWS is the only general weekly in the capital city, and judging from the quantity of the advertising and the quality of the news material in its initial number, it will be a going proposition. In Nekoosa Schaffenberg plans to devote all his time to job printing.

--B. W.--

B. W. SAYS

EVERY WEEK

WITH only ten days remaining until the start of the mid-winter Press Meeting, Wisconsin editors can lose no time in making their entries for the state-wide contest.

Every Badger town, that houses a weekly newspaper, wants to be represented in the competition. As one editor said when he made his application, "I'm getting in on this, not because I expect to win anything, but just to help the movement and to advertise my home town."

This spirit is typical of the majority of the editors who have entered so far. Very modest, they are.

Last week we said no editor would lose a thing by entering the contest, but the publicity he gains will pay him a thousand fold for sending a couple copies of his "pride" to Madison for this "free-for-all". After a week to ponder on this, B. W. is still convinced as to its soundness.

--B. W.--

DURING the coming week the official program of the Press Meeting will be sent to you. The array of out-of-state newspaper men and the long list of Wisconsin experts who will take part in leading the discussions will surprise many an editor. To make this year's meet more inviting, the committee in charge has selected experienced and successful men to talk on subjects that they know from "A to Z".

--B. W.--

REMEMBER what B. W. said about hotel headquarters two weeks ago. For the sake of the tardy, we repeat it here. The Loraine Hotel, one of the best hostelries in the middle west, has been chosen for headquarters, and some of the meetings will be held there. Manager E. J. McDonnell has arranged to exchange room rent for advertising space in the local paper with the first fifty editors, who register either in person or by mail.

And the reduced railroad of fare and half fare for the return trip to and from Madison holds good for the Badger editors as it does for the farmers who will attend Farmers' Week. The final date for return of this reduced fare is Monday, February 9.

--B. W.--

ENTERTAINMENT--just loads of it--has been planned for the three-day meeting next month. One of the best musical clubs in the middle west will help to entertain the Badger tribe of editors, Thursday night, their first evening here. This organization is the Mozart Club, and it has made an enviable reputation for itself in many parts of the state.

A trip to the Forest Products' Laboratory is always interesting, and arrangements can be made for the scribes to visit the plant en masse. A special "stunt" could be put on - probably the de-inking of a newspaper. And the progress that the laboratory has made in the preparing of news print will prove of great moment to every editor.

--B. W.--

THE SUCCESS of Wisconsin's Better Newspaper Contest is insured by the hearty cooperation given by Wisconsin firms and organizations to the committee in charge of the meeting. Recently another Badger concern, the Hamilton Manufacturing Company, of Two Rivers, entered the list of subscribers and sponsors. Their support is helping to make possible the awards in Group Three of the Front Page Make-Up Class.

--B. W.--

GOSSIP OF BADGERDOM

FIRE WIPES OUT PLANT **T**HE plant of THE ELLSWORTH RECORD has been destroyed by fire. A huge loss amounting to \$15,000 was reported by Oscar A. Hall, the editor. One other paper is published at Ellsworth, THE PIERCE COUNTY HERALD. BUILD WISCONSIN sends the regrets of Wisconsin newspaper men to Editor Hall for this tremendous loss and extends sincere wishes for the future.

MRS. THOMAS SELLS THE NEWS

FOR 35 years THE SHEBOYGAN COUNTY NEWS AND MARKET REPORTER has been owned by the Thomas family. Since the death of Editor W. C. Thomas a year ago, Mrs. Thomas has been operating THE NEWS. But 1925 ushered in new owners for this Sheboygan weekly in the persons of L. E. and R. A. Perry. The new editors are "old timers" at the newspaper game, L. E. having been connected with a Michigan daily. BUILD WISCONSIN welcomes the Perrys in the Wisconsin press fraternity.

ON N.E.A. COMMITTEES

THERE is a Wisconsin touch to the roster of the National Editorial Association. A good number of Badger newspapers are members of this organization, and this number is constantly on the increase. The Badger representation will be further increased after the Wisconsin Newspaper Contest, for the third prizes in each of the three classes include a three year membership in the National Editorial Association. On the advertising committee, is a Wisconsin country editor, W. J. Bridgman, of THE STANLEY REPUBLICAN. The chairman of this same committee is Herman Roe of Minnesota, a former native of Stanley, Wisconsin. As head of the Wisconsin branch of the association is H. E. Howe, of the PRAIRIE DU CHIEN COURIER.

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January 30, 1925

Number 5

"Ties Together the Weeklies of Wisconsin".

B. W. BROADCASTS LAST MINUTE NOTICE



IN ACCORDANCE with earlier announcements weekly newspapers can be entered in the Better Newspaper Contest up to and including the first of February. However, the committee in charge has planned to enter any paper that is postmarked from the editor's town on or before this closing date.

During the past week a large number of weeklies was entered, swelling the entry list to 100 papers. We have not been able to acknowledge the receipt of all the papers and to clarify any doubt that we had concerning the class in which the editor desired to enter. We are publishing below all of this information.

If you have entered the contest but have not sent in your paper, by all means, get it off before the closing date. If you have not entered the contest officially, and you want to enter one of the three classes, send to BUILD WISCONSIN, Agricultural Hall, Madison, any number of your paper issued since February 5, 1924. In both cases state clearly the classes in which you want to enter.

In the table given here the classes are designated as follows:

- 1 Front Page Make-Up
- 2 Community Editorials
- 3 Farm News Service

PAPER	EDITOR	CLASS
1 Abbotsford Tribune	E. C. Clark	1
2 Algoma Record-Herald	H. H. Heidmann	1, 2, 3.
3 Argyle Atlas	Geo. G. Gaskill	1, 2
4 Badger State Banner	J. H. Widman	1
5 Bangor Independent	Frank B. Gessler	1, 3.
6 Baraboo Weekly News	Cole & Page	1
7 Barron County News-Shield	Dr. F. Curtiss-Wodge	1, 2, 3.
8 Belmont Success	Thos. C. Snyder	1
9 Blair Press	H. C. Kirkpatrick	1, 2, 3.

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10 Bloomer Advance	F.E. Andrews	1, 2
11 Boscobel Dial	H.J. Johnson	1
12 Brillion News	Otto Zander	1, 2
13 Broadhead News	Geo. E. Dixon	1
14 Buffalo County Journal	Theodore Buchler, Jr.	1, 3
15 Burlington Standard Democrat	L. H. Zimmermann	1, 2
16 Cadott Sentinel	A.T. Nabbefield	1
17 The Campbellsport News	W. J. Sullivan	1
18 Clinton Times Observer	Will A. Mayhew, Jr.	1
19 Clinton Dairyman Gazette	A.A. Washburn	1, 2
20 Clintonville Tribune	Earle F. Moldenhauer	1, 2
21 Colby Phonograph	R.H. Markus	1
22 Colfax Messenger	Ward L. Swift	1
23 Crawford County Press	J.H. Frazier	1
24 Dane County News	A. W. Pickering	1, 3
25 Darlington Republican-Journal	M.P. Peavy	1
26 DeForest Times	Alvin F. Johnson	1, 3
27 Delavan Republican	Edward Morrissey	1, 2, 3
28 De Pere Journal-Democrat	John A. Kuypers	1, 2, 3
29 Door County Advocate	Sanderson & Harris	1, 2
30 Door County News	N.C. Garland	1, 2, 3
31 Dunn County News	J.T. Flint	1, 3
32 Elkhorn Independent	Claude F. & Clifford Eames	1, 3
33 Evansville Review	J.I. Scott	1, 2
34 Fort Atkinson Democrat	C.C. Nottesheim	1, 2
35 Fox Lake Representative	Frank H. Baker	1
36 Frederic Star	W.H. Hansen	1, 3
37 Galesville Republican	Bert A. Gipple	1, 2
38 Grant County Herald	A. L. Sherman	1
39 Green Lake County Reporter	I.G. Lytle	1
40 Hartford Press	F.L. LeCount	1, 3
41 Hartland News	Mabel V. Hansen	2
42 Jefferson Banner	C.J. Mueller	1, 3
43 Jefferson County Union	Halbert L. Hoard	2
44 Kendall Keystone	A.R. McClenaghan	1
45 LaCrosse County Record	E.G. Showers	1, 3
46 Ladysmith News-Budget	Mark R. Bell	1, 2, 3
47 Lake Geneva News Tribune	A.R. Todd	1, 2, 3
48 Lodi Enterprise	C.L. Coward	1
49 Luck Enterprise	Dick Pugh	1, 3
50 Luxemburg News	Earl A. Balza	1, 2
51 Manawa Advocate	Allan P. Walch	1
52 Marathon Times	Ed. C. Riemer	1
53 Menomonee Falls News	C.W. Frazer	1
54 Milltown Newsmen	George Cook	1, 2
55 Milton Jct. Journal Telephone	Orlando H. Frantz	1, 3
56 Morrisonville Tribune	Chas. Eldredge	1
57 New Glarus Post	Arthur J. Theiler	1, 3
58 New Holstein Reporter	B.A. Roate	1
59 New Lisbon Times-Argus	C.A. Leicht, Jr.	1
60 Norwalk Star	E.G. Hesselgrave	1

61 Oconto Falls Herald	Frank Cota	1
62 Oregon Observer	E.F. Kramer	1
63 Pardceville-Wyocona Times	H.P. Thompson	2
64 Park Falls Independent	R.E. Smith	1
65 Polk County Ledger	E.E. Husband	1
66 Plymouth Reporter	F.C. Wehrwein	1, 2, 3
67 Port Washington Star	A.D. Bolens	2
68 Randolph Advance	L.E. Williams	1
69 Reedsburg Free Press	Geo. J. Seamans	1, 2
70 Reeseville Review	Arnold Klentz	1
71 Rib Lake Herald	J.J. Voornastek	1
72 Rice Lake Chronotype	A.F. Erder	1, 2, 3
73 The Richland Democrat	A.P. Andrews	3
74 Sauk County News	B. Giegerick	1
75 Shawano Advocate	E.J. Scott	1, 2, 3
76 Sheboygan County News and Daily Market Reporter	L.E. Perry	1
77 South Milwaukee Journal	Fred L. Hook	1, 2
78 Sparta Herald	Spradling & McCoy	1, 2
79 Spooner Advocate	E.M. Bardill	1, 2, 3
80 Spring Valley Sun	Chas. Lowater	1, 2, 3
81 Stanley Republican	W.H. Bridgman	1, 2, 3
82 Sun Prairie Countryman	T.G. Stone	1
83 Taylor County Star-News	W.H. Conrad	3
84 Taylor Weekly Herald	O. O. Krowe	1
85 Tomahawkleader	Osborne Brothers	1, 2
86 Tri-County Record	H.A. Kunne	1
87 Two Rivers Chronicle	Noel Nash	1
88 Union Grove News	Harvey Ames	1
89 Vilas County News	D.C. Menefee	1
90 Viola News	W.B. Van Winner	1
91 Walworth Times	Frank J. McCay	1
92 Washburn County Register	Roger Ryan	1, 2
93 Waterford Post	Miller & Murrell	1
94 Waterloo Courier	J. Lewis White	1, 3
95 Waukesha Freeman	H.M. Youmans	3
96 Waupaca County Post	D.F. Burnham	1
97 Waupun Leader	G.W. Greene	1
98 West Allis News	T.W. McLain	1
99 West Allis Star	Mabel C. Sells	1, 2
100 West Bend Pilot	H.B. Kaempfer	1, 2
101 West Salem NonParcil-Journal	G. W. Garlock	1, 2, 3
102 Whitewater Press	F. R. Bloodgood	1, 2, 3
103 Wilton Herald	V.O. Fuller	1
104 Wittenberg Enterprise	John Englund	1
(Entries recently received)		
105 Athens Record	A. Neuenschwander	1
106 Iron County News	F.A. Emunson	1
107 Mount Horeb Times	F.X. Zintz	1
108 Oconto County Reporter	W.J. Comstock	1
109 Reedsburg Times	T.C. Ninman	3
110 Wisconsin State Register-Democrat	A.A. Easton	1

COACH LITTLE TO SPEAK
AT EDITORS' BANQUET

GEORGE Little, Wisconsin's newly appointed athletic director will be one of the speakers at the editors' banquet, Friday night, February 6, at the New Park hotel.

The part that the Wisconsin country weekly can do in developing the manhood in the state is well known to the new Badger chief of athletics. Little, who was formerly football coach at the University of Michigan, will make a special trip from Ann Arbor to be present at this editorial gathering.

1861

John McCoy

1925

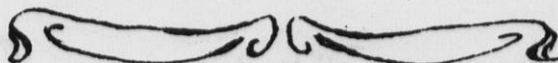
The Reverend John McCoy, publisher of THE KAUKAUNA TIMES, and for many years pastor of the Memorial Presbyterian church of Appleton, passed away January 29 at Appleton. He had been seriously ill for more than a week.

Mr. McCoy was 63 years old. He was a graduate of Wooster University and Princeton Theological Seminary and came to Appleton as pastor in 1893. His interest in journalism began while he was pastor in Appleton. He published a church paper and a small magazine for a number of years. For some time he served as editorial writer for THE MILWAUKEE JOURNAL and when he left Milwaukee he bought the controlling interest in THE TIMES.

Mr. McCoy took a keen interest in the affairs of his community, state and nation at all times.

BUILD WISCONSIN extends to the family the sincere regrets of the editors of Wisconsin's weekly newspapers.

A ELEVENTH HOUR QUERY- Have you sent B. W. a copy of your stationery to be exhibited during the conference?



TWO REASONS FOR ATTENDING THE EDITORS' CONFERENCE

At the left is George W. Marble, the community builder of Fort Scott, Kansas, and editor of the daily and weekly papers published there. He is also president of the National Editorial Association. Marble will serve as a judge in the Better Newspaper Contest.

On the first night in town, Thursday, the Madison Mozart Club will help to entertain the Badger editor. This is one of the crack Musical organizations of the Middle West and Madison lists it as one of its real community assets.



Released for WEEK February 9 to 14, 1925

BADGER NEWSPAPERS
BEAT CONTEST RECORD

Wisconsin county weekly editors have just staged what is believed to be the biggest Better Weekly Newspaper Contest ever held in this county here. One hundred and thirty-four weeklies entered the competition held in connection with the mid-winter meeting of the Wisconsin Press Association. This, as far as available records show, is the largest array of weeklies ever assembled for such a contest, topping by 15 newspapers the former record held by Illinois. Fifty of the 71 counties of the state were represented by newspapers in this contest, Dane county leading the number of entries with a total of nine papers.

Competition took place in three classes and the weeklies were judged for best front page appearance, community building editorials, and farm news service.

Judges of this contest were George W. Marble, president of the National Editorial Association, John L. Meyer, editor of the National Printer Journalist, and G.L. Caswell, secretary, Iowa Press Association.

The committee responsible for the contest consists of E.F. Kramer of the Oregon Observer, T.G. Stone of the Sun Prairie Countryman, and Andrew W. Hopkins of the Wisconsin College of Agriculture.

The winning papers are:

Front Page Make-Up

Group 1 - Papers published in towns under 750 population: 1. Waterford Post, Miller & Merrill, editors; 2. Luxemburg News, Earl A. Balza; 3. Luck Enterprise, Dick Pugh; 4. Cadott Sentinel, A.T. Nabbefeld; 5. Manawa Advocate, A.C. Walch and 6. Weekly Clarion, Ray W. Hugoboom.

Group 2 - Papers published in towns between 750 and 1500 population. 1. Walworth Times, Frank J. McCay, editor; 2. New Holstein Reporter, B.A. Roate; 3. Colfax Messenger, Ward L. Swift; 4. Oregon Observer, E.F. Kramer; 5. Waterloo Courier, J. Lewis White and 6. Tri-County Record, H.A. Kuenne.

Group 3 - Papers published in towns over 1500 population. 1. Rice Lake Chronotype, A.F. Ender, editor; 2. Ladysmith News Budget, Mark R. Bell; 3. Lake Geneva News-Tribune, A.R. Todd; 4. Burlington Standard-Democrat, Louis H. Zimmermann; 5. Evansville Review, J.I. Scott; 6. Door County Advocate, H.J. Sanderson; 7. Clintonville Tribune, E.F. Moldenhauer; 8. Two Rivers Chronicle, Noel Nash; 9. West Bend Pilot, H.B. Kaempfer and 10. Tomahawk Leader, Osborne Brothers.

Community-Building Editorials

Fort Atkinson Democrat, C. C. Nettesheim, editor; 2. Door County News, Earl M. LaPlant; 3. Algoma Record-Herald, Harry H. Heidmann; 4. Stanly Republican, W. H. Bridgman; 5. Door County Advocate, H. J. Sanderson and 6. Shawano County Advocate, E. J. Scott.

Farm News Service

1. Waterloo Courier, J. Lewis White, editor; 2. Ladysmith News-Budget, Mark R. Bell; 3. Elkhorn Independent, Claude F. Eames; 4. Taylor County Star-News, W. H. Conrad; 5. Blair Press, H.C. Kirkpatrick; 6. Monroe County Democrat, J. P. Rice and 7. Algoma Record-Herald, H. H. Heidmann.

Among the papers entered were:

: Front Page Make-Up

Barron county - Barron County News-Shield, Dr. F. Curtiss-Wedge, editor, and Rice Lake Chronotype, A. F. Erder.

Brown county - DePore Journal-Democrat, John A. Kuypers, editor, and The Denmark Press, J. R. Satrum.

Buffalo county - Buffalo County Journal, Theodore Buchler, Jr., editor, and Cochrane Recorder, L. L. Quimby.

Calumet county - Brillion News, Otto Zander, editor, New Holstein Reporter, B. H. Roate, and Tri-County Record, H.H. Kunne.

Chippewa county - Bloomer Advance, F. E. Andrews, editor, Cadott Sentinel, A. T. Nabbefield, and Stanley Republican, W. H. Bridgman.

Clark county - Abbotsford Tribune, E. E. Clark, editor, Dorchester Weekly Clarion, Roy W. Hugoboon, and Neillsville Press, R. Crothers.

Columbia county - Wisconsin State Register-Democrat, A. A. Porter, editor, Randolph Advance, L. E. Williams, and The Lodi Enterprise, C. L. Coward.

Crawford county - Crawford County Press, J.H. Frazier, editor.

Dane county - Brooklyn Teller, H.D. Hanson, editor, Dane County News, A.W. Pickering, Deerfield News, George Stoffregon, DeForest Times, Alvin F. Johnson, Middleton Times Herald, T.R. Daniels, Morrisonville Tribune, Charles Eldredge, Mt. Horeb Times, F.S. Zintz, Oregon Observer, E.F. Kramer, and Sun Prairie Countryman, T.G. Stone.

Dodge county - Fox Lake Representative, Frank H. Baker, editor.

Door county - Door County Advocate, H. J. Sanderson & A. T. Harris, and Door County News, N.C. Garland.

Dunn county - Colfax Messenger, Ward L. Swift, editor, and Dunn County News, J. T. Flint.

Fond du Lac county - The Campbellsport News, W.J. Sullivan, editor, and Waupun Leader, G.W. Green.

Grant county - Bloomington Record, A.C. Bishop, editor, Boscobel Dial, H.J. Johnson, Fennimore Times, Roethe Brothers, and Grant County Herald, A. L. Sherman.

Green county - Brodhead News, George E. Dixon, editor, Monroe County Democrat, J. P. Rice, and New Glarus Post, Arthur J. Theiler.

Green Lake county - Green Lake County Reporter, I.G. Lytle, editor.

Iron county - Iron County News, F.H. Emunson, editor, and Montreal River Miner, Martin Vickers.

Jackson county - Badger State Banner, J.H. Widman, editor.

Jefferson county - Fort Atkinson Democrat, C.C. Nettesheim, editor, Jefferson Banner, C.J. Mueller, Jefferson County Union, Halbert L. Hoard, Palmyra Enterprise, Lura Dow, and Waterloo Courier, J. Lewis White.

Juneau county - New Lisbon Times-Argus, C.A. Leicht, editor.

Kewaunee county - Algoma Record-Herald, H.H. Heidmann, editor, and Luxemburg News, Carl A. Bolza.

LaCrosse county - Bangor Independent, Frank B. Gessler, editor, LaCrosse County Record, E. G. Showers, and West Salem NonParcil-Journal, G. W. Garlock.

Lafayette county - Argyle Atlas, George G. Gaskill, editor, Belmont Success, Thomas C. Snyder, and Darlington Republican-Journal, M.P. Peavy.

Lincoln county - Tomahawk Leader, Osborne Brothers, editors.

Manitowoc county - Reesville Review, Arnold Klentz, editor, and Two Rivers Chronicle, Noel Nash.

Marathon county - Athens Records, A. Neuenschwander, editor, Colby Phonograph, R. H. Markus, and Marathon Times, Ed. C. Riemer.

Milwaukee county - South Milwaukee Journal, Fred L. Hook, editor, Milwaukee Times, Henry Towell, West Allis News, T.W. McLain, and West Allis Star, Mable C. Sells.

Monroe county - Kendall Keystone, A.R. McClenaghan, editor, Norwalk Star, E.G. Hesselgrave, Sparta Herald, Spradling & McCoy, and Wilton Herald, V.O. Fuller.

Oconto county - Gillett Times, Frank Cota, editor, Oconto County Reporter, W.J. Comstock, and Oconto Falls Herald, Frank Cota.

Outagamie county - Press of Waupaca and Outagamie Counties, M. Boland, editor.

Pierce county - Springvalley Sun, Charles Lowater, editor.

Polk county - Frederic Star, W.H. Hansen, editor, Luck Enterprise, Dick Pugh, Milltown Newsman, George Cook, and Polk County Ledger, E.E. Husband.

Portage county - The Rosholt Review, H.Y. Buchana, editor.

Price county - Park Falls Independent, R.E. Smith, editor.

Racine county - Burlington Standard Democrat, L. H. Zimmermann, editor, Union Grove News, Harvey Ames, and Waterford Post, Miller & Murrell.

Richland county - Viola News, W.B. Van Winner, editor.

Rock county - Clinton Times Observer, Will H. Mayhew, Jr., editor, Evansville Review, J.I. Scott, and Milton Junction Journal Telephone, Orlando H. Frantz.

Rusk county - Ladysmith News-Budget, Mark R. Bell, editor, and Rush County Journal, E.W. Richardson.

Sauk county - Baraboo Weekly News, Cole & Page, editors, Reedsburg Free Press, George J. Seamans, Reedsburg Times, G.C. Ninman, and Sauk County News, B. Giegerick.

Shawano county - Shawano Advocate, E.J. Scott, editor, and Wittenburg Enterprise, John Englund.

Sheboygan county - Plymouth Reporter, F.C. Wehrwein, editor, and Sheboygan County News and Daily Market Reporter, L.E. Perry.

Taylor county - Rib Lake Herald, J.J. Voeniastek, editor, Taylor County Leader, Wheelock & Anderson, Taylor Weekly Herald, O.O. Krowe.

Trempealeau county - Blair Press, H.C. Kirkpatrick, editor, and Galesville Republican, Bert A. Gipple.

Vilas county - Vilas County News, D.C. Menefee, editor.

Walworth county - Delavan Republican, Edward Morrissey, editor, Elkhorn Independent, Claude F. Eames & Clifford Eames, Lake Geneva News Tribune, A.R. Todd, Walworth Times, Frank J. McCoy, and Whitewater Press, F.R. Bloodgood.

Washburn county - Spooner Advocate, E.M. Bardill, editor, Washburn County Register, Roger Ryan, and Washburn Times, W.A. Robinson.

Washington county - Hartford Press, E.L. LeCount, editor, and West Bend Pilot, H.B. Kaempfer.

Waukesha county - Menomonie Falls News, C.W. Frazer, editor.

Waupaca county - Clintonville Dairyman Gazette, A.A. Washburn, editor, Clintonville Tribune, Earle F. Moldenhauer, Manawa Advocate, Allen P. Walch, Marion Advertiser, Perry & Byers, and Waupaca County Post, D.F. Burnham.

Waushara county - Plainfield Sun, J.M. Fields, editor.

Community Editorials

Barron county - Barron County News-Shield, and Rice Lake Chronotype.

Brown county - DePere Journal-Democrat.

Calumet county - Brillion News.

Chippewa county - Bloomer Advance, and Stanley Republican

Columbia county - Pardeeville-Wyocena Times, H.P. Thompson, editor.

Dane county - Deerfield News, and Middleton Times Herald.
Door county - Door County Advocate, and Door County News.
Grant county - Bloomington Record, and Fennimore Times.
Jefferson county - Fort Atkinson Democrat, Jefferson County Union, Palmyra Enterprise.

Kewaunee county - Algoma Record-Herald, and Luxemburg News.
LaCrosse county - West Salem NonPareil-Journal.
Lafayette county - Argyle Atlas.
Lincoln county - Tomahawk Leader.
Milwaukee county - South Milwaukee Journal, and West Allis Star.
Monroe county - Sparta Herald.
Oconto county - Oconto Falls Herald.
Ozaukee county - Port Washington Star, A.D. Bolens, editor.
Pierce county - Spring Valley Sun.
Polk county - Milltown Newsman.
Racine county - Burlington Standard Democrat.
Rock county - Evansville Review.
Rusk county - Ladysmith News-Budget.
Sauk county - Reedsburg Free Press.
Shawano county - Shawano Advocate.
Sheboygan county - Plymouth Reporter.
Trempealeau county - Blair Press, and Galesville Republican.
Walworth county - Delavan Republican, Lake Geneva News Tribune, Whitewater Press.

Washburn county - Spooner Advocate, Washburn County Register.
Washington county - West Bend Pilot.
Waukesha county - Hartland News, Mable V. Hansen, editor.
Waupaca county - Clintonville Dairyman Gazette, Clintonville Tribune.

Farm News Service

Barron county - Barron County News-Herald, and Rick Lake Chronotype.
Brown county - DePere Journal-Democrat.
Buffalo county - Buffalo County Journal.
Chippewa county - Stanley Republican.
Dane county - Dane County News, Deforest Times, and Middleton Times Herald.
Door county - Door County News.
Dunn county - Dunn County News.
Grant county - Bloomington Record, and Fennimore Times.
Green county - Monroe County Democrat, and New Glarus Post.
Jefferson county - Jefferson Banner, Jefferson County Union, Palmyra Enterprise, and Waterloo Courier.
Kewaunee county - Algoma Record-Herald.
LaCrosse county - Bangor Independent, LaCrosse County Record, and West Salem NonPareil-Journal.
Pierce county - Springvalley Sun.
Polk county - Frederic Star, and Luck Enterprise.
Richland county - Richland Democrat, A.P. Andrews, editor.
Rock county - Milton Junction Journal-Telephone.
Rusk county - Ladysmith News Budget.
Sauk county - Reedsburg Times.
Shawano county - Shawano Advocate.
Sheboygan county - Plymouth Reporter.

Taylor county - Taylor County Star-News, W.H. Conrad, editor.

Trempealeau county - Blair Press.

Walworth county - Dolavan Republican, Elkhorn Independent, Lake Geneva
News Tribune, and Whitewater Press.

Washburn county - Spooner Advocate.

Washington county - Hartford Press.

Waukesha county - Waukesha Freeman, H.M. Youmans, editor.

Waupaca county - Waupaca County Post.

#

GETTING THINGS STRAIGHT

ALL editors are entitled to a special railroad fare to and from their homes. This amounts to a fare and one-half for the two-way trip. Ask for a Farmers' Week reduced ticket.

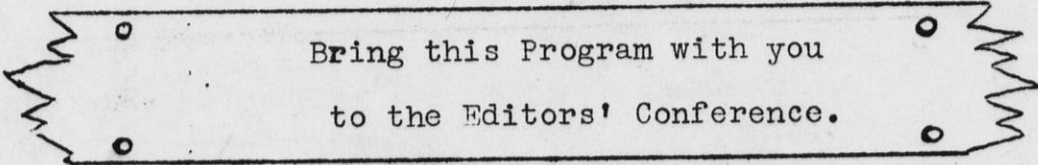
The Loraine Hotel is to be the convention's headquarters, and many of the meetings will be held there.

The first fifty editors who register at the Loraine may exchange their room rent cost for advertising space.

The Newspaper Contest will be held in the Library in the basement of Agricultural Hall. The papers will be on exhibit the three days of the convention.

The stationery used by Wisconsin weekly newspapers will also be on display.

The office of BUILD WISCONSIN is Room 118, Agricultural Hall.



Bring this Program with you
to the Editors' Conference.

THE PROGRAM FOR THURSDAY

Scene of Action - The Loraine Hotel

Registration from 1:30-2:30. During these sixty minutes Secretary L. H. Zimmermann will be on hand to acknowledge registration fees and to welcome editors looking for a chance to tie up with the Press Association. The registration fees are \$2.00 for active members and \$5.00 for associate members.

The convention will then get under way with President John A. Kuypers, of THE DE PERE JOURNAL DEMOCRAT, in the chair. Beginning with a forword looking address by the president, there will follow a lively session dealing with business problems.

Printing for the Farmer

W. A. Sumner

An interesting print-shop session will be opened by a discussion of the farmer and his printing needs. Just what he wants in letterheads and classified advertisements will be told by a former newspaper man and one of the men who is back of BUILD WISCONSIN.

Developing Job Printing

P. D. Pearsall, Sales Manager,
ANTES PRESS, Evansville.

To get more job printing is the desire of every Badger editor. It fills in accommodatingly and profitably between press days. We will all want to know first hand how the Antes Press, at Evansville, is developing its job printing.

A Bookkeeping System for the Country Office.

W. H. Bridgman,
STANLEY REPUBLICAN

380

The Wisconsin system of cost finding and keeping books has attracted national reputation. There is no one better fitted to tell about it than Stanley's genial editor.

You have been saving up questions. What are the problems that stared you in the face back home? Price for advertising space, getting country correspondence, writing editorials, or farm news? Jot these down on a slip of paper and put them in the question box.

It's dark now. Let's eat!

THURSDAY EVENING

Move en masse to the Agricultural Hall. Take Wingra Park car at the Capitol Square. It's a long walk but an enjoyable one.

Developing a Rural Community

George W. Marble
FORT SCOTT TRIBUNE, Kansas.

8:00

Outstanding figures in the development of greater Wisconsin will receive honorary recognition. Then will come a message, which alone should bring many an editor to Madison. It will be told by a practical community builder. How he aided in making a run-down, single-crop county over into one of the best dairy sections in Kansas will be related by the "Prexy" of the National Editorial Association. It may contain a lesson for us.

Without moving out of our seats entertainment will be furnished the Badger editors by the Mozart Club, one of the best musical organizations in the Middle West.

The end of the first day.

THE PROGRAM FOR FRIDAY

Lorraine Hotel - Camping place for the morning.

Newspaper Typography

John L. Meyer

9:00

Business is resumed and a busy half day is promised everybody. Making up the weekly is the first subject to command attention. It is handled by the editor of THE NATIONAL PRINTER JOURNALIST.

The Art of Sponging

A. D. Bolens

Free publicity has been weighed on the scales and a Wisconsinite will tell where it has been found wanting. The editor of the PORT WASHINGTON STAR will enter the ring with this evil and the odds are 10 to 1 on the STAR chief.

Does a Casting Box Pay?

An Editor Quartette

What are you going to do about the casting box? It is not easy to answer. There are pros and cons, and four Badger editors will debate this question. The members of the affirmative side are L. W. Osborne, of THE TOMAHAWK LEADER and W. H. Conrad, of MEDFORD STAR-NEWS. On the negative side are E. J. Scott, of THE SHAWANO COUNTY ADVOCATE, and Bert Walters, of THE REEDSBURG TIMES.

Developing Foreign Advertising at Home

G. L. Caswell

More national advertising is the cry of editors the country over. Our western neighbor, Iowa, has been very successful in getting a substantial amount of this valuable accession. The secretary of the Iowa Press Association will tell how the Hawkeye editors did it.

EATS AND CHATS

The meeting will be adjourned for the noon hour (and one half). The gavel will fall sharply at 1:30 in the main auditorium of Agricultural Hall.

The Power of the County Newspaper in Agricultural Development

George W. Marble

1:30

George W. Marble tells the part the weekly papers can play in the rural development of communities. This is another of the talks that editors have traveled a long distance to hear.

After Mr. Marble's address it will be a fine time to make one of your visits to the Agricultural Library in the basement of Agricultural Hall to see the exhibit of the papers entered in the Newspaper Contest.

At 3:30 we will head back to the Loraine Hotel.

Teaching Journalism in Schools

Bruce McCoy,
SPARTA HERALD

The meeting will be resumed with Bruce McCoy telling about the teaching of journalism in our high schools.

Code of Ethics for Wisconsin Publishers

W. G. Bleyer

The right thing is always what the editor would like to do. But he must have standards or rules just like the members of any other profession. A leader in American journalism will offer a code of ethics for Badger editors.

Then and there the legislation that affects publishers will be reviewed by O. D. Brandenburg.

6:15

All the editors will be the dinner guests of six Madison service clubs at the New Park Hotel. Frank A. Cannon will be toast master de luxe and the program will be a winner.

THE SATURDAY PROGRAM

At the Loraine Hotel, and the last meeting of the Conference.

This session will be strictly business.

The reports of the secretary and treasurer, and the reports of the committees will give "food for thought."

Building Up the Association

Andrew W. Hopkins

How to improve the Wisconsin Press Association. How to make it stronger will be told by the editor of BUILD WISCONSIN. He will also award the prizes to the winners in the New-Paper Contest.

Postal and Parcel Post Rates

Otto Zander

Recently an editorial by Otto Zander dealing with postal and parcel rates was published complete by a large Chicago daily. And on this same subject the editor of THE BRILLION NEWS will talk this morning.

Last summer the association members enjoyed a delightful and profitable trip. It was so good that another one must be arranged this year. It's not too early to start planning, and the making of an itinerary is the next business.

Then in rapid succession follows the election of officers, unfinished business, and adjournment.

The 1925 mid-winter meeting of the Wisconsin Press Association is now history.

Good bye and good luck!

WHEREBY WE EXPRESS OUR THANKS

THE success of the 1925 mid-winter meeting of the Wisconsin Press Association is due, in no small manner, to the liberal generosity of several organizations. They have responded most kindly and quickly and BUILD WISCONSIN has gone on record as thanking these benefactors in behalf of the Wisconsin weekly newspapers.

For the premium fund in the Newspaper Contest thanks are given to the following organizations for their donations:

Hamilton Manufacturing Company
Madison Association of Commerce
Milwaukee Printers' Roller Company
Standard Paper Company
Western States Envelope Company
Western Newspaper Union
Wisconsin State Journal
Wisconsin Manufacturers' Association

The Madison clubs that played hosts to the editors at the Friday night banquet are entitled to no small amount of appreciation. They are the Gyro Club, Kiwanis Club, Lions Club, Optimist Club, Rotary Club, and the Madison Association of Commerce. And to the Madison Association of Commerce we also wish to express appreciation for supplying each Badger editor with a booklet telling him about his capital city, the Four Lakes Country which gained the admiration of the great American poet, Henry Wadsworth Longfellow.

THE
WISCONSIN
COUNTRY EDITOR

at Madison



Attending

Mid Winter Conference

Wisconsin Press Association

February 5-7, 1925

Here are Unfolded Things that
will be of Interest
to Badger Editors
Throughout the
Meeting

Build Wisconsin

This page is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture

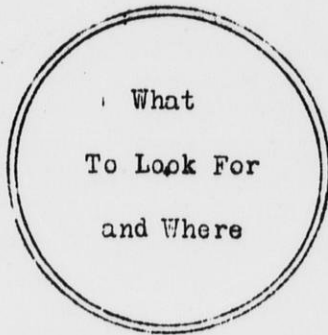
in co-operation with the Wisconsin Press Association.

Volume 3

February 16, 1925

Number 6

"First, Last and Always - Better Badger Weeklies"



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Origin of News Advocate	4
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To examine carefully 207 exhibits of newspapers in less than a day's time is no small job according to the author of this story. He ought to know for he was one of the judges of the Better Newspaper Contest just staged by the weeklies of Wisconsin, the largest contest held in the country. John L. Meyer, the author, is editor of The National Printer-Journalist.

IMPRESSIONS

GEORGE W. Marble, Fort Scott, Kansas, president of the National Editorial Association, and G.L. Caswell, managing director of the Iowa Press Association, who with the writer made the awards in Wisconsin's Better Newspaper Contest agree that this contest spells history in the newspaper.

business and profession of all the United States. The winning newspapers have been requisitioned by the Wisconsin State Historical Society for the permanent files of that worthy Place of Record.

Build Wisconsin

The fact that the annual convention of the Wisconsin Press Association was being held, and that the Wisconsin College of Agriculture was making its annual awards of merit to Wisconsin farmers for distinguished demonstration, lent color and interest to the newspaper contest.

Neither words nor figures can convey all of this story, much less a formal announcement of awards in the newspaper contest.

How the Judges Worked

WHAT did the five remarkable groups of entries tell a newspaper analyst of the present general condition and state of progress in the Wisconsin weekly field? So far as the record of awards is concerned, Messrs. Marble and Caswell came and looked with the eyes of seasoned experts and for myself, here were opportunities to apply the experiences of twenty-five years of direct touch with Wisconsin's press and a present constant contact with the press of America. The awards were in every case the results of individual selection and gradual elimination and rank-by vote. A surprisingly large number of the hundreds of ballots taken showed unanimous results.

Largest American Contest

TO STATE the good points found would be to write a volume--yes, several good-sized volumes. An analysis looking to constructive suggestions and recommendations may be made briefly and be to an extent valuable. Mine, following, is based upon the experiences heretofore mentioned.

There can be no differences of opinion on one point. My records at the office of "NPJ" today show that the Wisconsin contest is the largest of its kind ever concluded in America.

Can Improve Front Pages

AS TO make-up of front pages, which had to be most exhaustively examined owing to the many entries in all the three groups, an advance in the past few years was evidenced which is reason for congratulations to both the State and its press. In some instances, to be frank, it appeared that a dominating attention had been given to typography as against nature and value of news content. This was more often true in the papers of larger towns than smaller.

In many cases, improvements in the phrasing of headlines would be profitable. The art of writing headlines is today receiving a great and growing measure of attention over the country. Wisconsin can lead. Eliminate "Label" heads. Tell the news of the story, together with a touch of its "what, when and where". Tell it "quickly".

Build the Community First

THERE was some sense of disappointment over instances of failure to take advantage of the excellent local opportunities of editors to wield their "editorial pens" in behalf of community building. In the case of the newspaper receiving first award, every editorial referred directly to a local subject, in addition to a fine quality of journalistic workmanship. It was afterwards revealed that the editor of this paper is at present on sick leave and his 18-year-old daughter is in charge of "the desk".

But, the main point is that while many of the entries had a more or less notable editorial comment or article of true value in community building enterprise, a great many at the same time and on the same page printed rather too general and far-fetched comment; lessening the "punch" and apparently minimizing the truth that the first interest of the community editor is in his own community. Do not infer, please, a recommendation to write only "local" editorials; but, let's have many more editorials that treat the subjects selected by the editors of Wisconsin from the "local angle". Interpret for your community, specifically.

Local Farm News Best

IN THE farm news class the winners were easily found. They included the relatively few newspapers who have gone out and secured wholly local news and feature stories, with pictures, of their farmers; in addition, published the Wisconsin and general agricultural feature matter, county agent stories and the timely offerings from the College of Agriculture. Dairy news predominates markedly in many sections of the state, in some cases to the possible exclusion of a proper proportion of other, perhaps more fundamental things.

Some Wisconsin publishers have as yet, in my judgment, failed to distinguish between the valuable opportunities they have of publishing local and state current farm news and features, and the class of material and opinion which the agricultural weeklies and other journals of the magazine type have been publishing for years.

But, in quantity and to a great extent in quality, measured as we judges measured the contest, Wisconsin shows a positively amazing volume of valuable agricultural matter in the news columns of its press.

What of the Future

MAY I urge, plead if necessary, that the Press of Wisconsin encourage and assist in making the next WISCONSIN'S BETTER NEWSPAPER CONTEST, even more successful than this recent one?

This involves a consistent endeavor to improve the appearance and contents of the newspapers, applying the lessons learned and constantly available, as percolated through the minds of each individual publisher-- who alone knows the peculiar needs of his community, better than the community itself.

It involves, without fail, a prompt and willing response to the next call for entries.

Doing this is more than doing a duty to one's own newspaper and community. It is more than doing a duty in behalf of the welfare of the Wisconsin press. It is doing a truly valuable thing for WISCONSIN, our State, and every person, industry and opportunity within our borders. It is doing, to be quite frank, a profitable act. Think it over!

ADVOCATE WAS BORN
IN TIME OF STORM

B

ACK in 1895 there was contention in Waupaca county as to what city should have the honor of harboring the county court house. Waupaca was the county seat, but her position was usurped by Manawa.

So bad did Manawa want the county seat honor that she was ready to fight for it. But she lacked publicity, she was without a newspaper. To help along the cause W. M. Barnum, who was publishing THE NEW LONDON TRIBUNE, established THE MANAWA ADVOCATE in April, 1895. He printed the paper at New London and he had C. D. McFarland, a young Manawa attorney, do the local writing.

Manawa lost the fight, and Waupaca is still the county seat town. But THE ADVOCATE continued.

In 1896 C. P. Smith took over the Manawa paper. He purchased a small printing press and published the weekly in Manawa. Near the end of the year he sold the business to A. C. Walch, who is today the owner and publisher.

Under Walch's direction THE ADVOCATE has made great progress. The business outgrew its accommodations, and in 1913 he purchases a larger building installed a new power printing press to take the place of the old "Washington" which has seen many years of service in the plant.

The Advocate competed in Group 1 of the Front Page Make-Up Class in the recent newspaper contest and the judges awarded it fifth place in this class. Today Editor Walch has a modern plant and he prints THE ADVOCATE on a linotype machine.

/#####/ ORIGIN OF NEWS /#####/

According to legendary history the term "news" is derived from the four directions. To the ancients, information coming from the north, east, west and south was news. By abbreviating the four directions and using the first letter of each word they formed N-E-W-S. This idea was incorporated in the sign that was hung above the papers in the Farm News Service Class in the recent newspaper contest. "News - it includes the country" is the point that was emphasized by this caption.

/#####/

GOSSIP OF BADGERDOM

PARK FALLS PAPER GROWING

TO ADD a new man to the force signifies growth with any weekly newspaper. So THE PARK FALLS INDEPENDENT is getting larger. M.A. Hinshaw is the new member of the force, he is a man of wide newspaper experience, associated formerly with THE LADYSMITH NEWS BUDGET and with several dailies in Wisconsin and Minnesota. We understand that Hinshaw will look after the Park Falls happenings. Park Falls calls itself "the biggest little city in Northern Wisconsin", and it boasts of one other paper, THE HERALD.

-- B.W. --

KEEPS LICENSE BOOK FOR MOTORISTS

ASERVICE institution is many a newspaper. Weekly newspapers have always had the idea and kindness has always characterized their assistance.

Just about when the old year is turning into the new, Wisconsin car owners have all sorts of trouble getting their license applications out. Here is how Editor George Stoffregen of THE DEERFIELD NEWS served Deerfield motorists during these busy days, as taken from a recent issue of THE NEWS. "On file at our office is a copy of the rate book, governing auto license for 1925, received from the secretary of state. If you are in doubt what license fee you must pay on your car, come in and look it up at this office."

-- B.W. --

REPORTS FOUR C.T.A.S. IN ONE ISSUE

WHY CLARK county has eleven cow testing associations may be partially explained by the publicity they receive from the weekly press of that section. To illustrate THE NEILLSVILLE PRESS doesn't think anything at all of running the reports of four of these dairy improvement organizations in one issue.

C.W. Burghardt is editor of THE PRESS. It is now in its in its fifty-ninth year, being a continuation of THE TIMES, THE REPUBLICAN, and THE GRAFTON PRESS, all added to the original PRESS.

-- B.W. --

57 YEARS A SUBSCRIBER

ABOUT 59 years ago THE IOWA COUNTY DEMOCRAT was established at Mineral Point, then the county seat of Iowa county. A year and a half later the Aide family took their first subscription to the paper. Ever since, or for 57 years, this same family has continued to be in the paid-up column of THE DEMOCRAT'S circulation. Following the usual custom James Aide, a farmer and the present head of the family, came into Editor C.W. Burghardt's office the other day and took out a subscription for the coming year. Subscribing to THE DEMOCRAT has become a family tradition with the Aides.

-- B.W. --



Build Wisconsin

This page is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture

in co-operation with the Wisconsin Press Association.

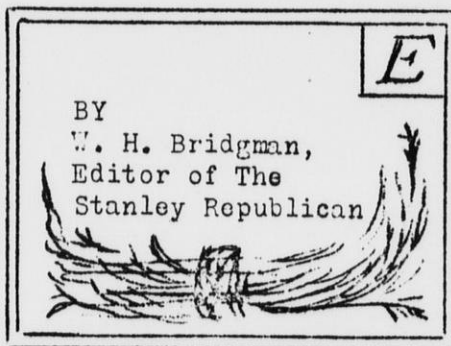
Volume 3

Number 7

February 23, 1925

"Ties Together the Weeklies of Wisconsin"

GETTING RID OF THE "BOARDER"



VERY publisher of a Wisconsin rural weekly newspaper is interested in the promotion of Wisconsin's greatest industry, dairy farming.

We are interested because a good many of the dollars which the dairy industry brings to the state find their way into the pockets of the not always too prosperous country publisher and printer. In fact, we are interested for the same reason that people of every other trade and profession are interested.

I sometimes think that the people of other trades, professions and commercial enterprises are vastly more interested in the expansion of the dairy industry than is the farmer.

Not All Profit Makers

THIS is reasonable and easily explained. The dairy business, the value of whose product approximates \$244,865,200 yearly, creates new business for many people. The vast sum of money for which Wisconsin dairy products are sold percolates through all the channels of trade and some of it finds its way into the pockets of nearly every broad winner and business man in the state. It is natural that we should all be boosters for the dairy business.

But here and there I find a farmer who is not enthusiastic about increasing the volume of Wisconsin dairy products, in fact I find many who are not. They are mostly men with finely equipped dairy plants, including excellent herds. For, they tell me, while they are contributing to the prosperity of a great state, they are themselves not earning fair wages, to say nothing of a legitimate profit on their investment.

Weeklies Aid Dairymen

THERE is a limit to what we may expect of this sort of unselfish service. The situation has gained the attention of the economists, the scientific agriculturists and of course, the politicians. As newspaper publishers, interested in the prosperity of the farmer, we have been lending our thought to the solution of the farmer's problem, for he has a problem.

Build Wisconsin

In looking over the exchanges, I find that there is no publisher of a country weekly which lacks space in which to give free advice to the farmer and to relay the advice of agricultural experts, economists and even the politicians. I find my brother editors extending such advice as this to the farmer.- "Know what it costs you to feed each individual cow of your herd." "Know what each cow is producing in revenue." "Get rid of the unprofitable cows." "It is much better to keep a small herd at a profit than a large herd at a loss." "Keep an intelligent accounting system." and so on ad infinitum.

Close friends of the farmer, practical men, have been quick to recognize the need of the application of better methods to the farmer's business. The most elementary step of such an undertaking is the organization of the cow testing association. The country publishers are unanimously in favor of the cow testing association and better business methods for the farmer. They do not hesitate to go on record to that effect in a manner that is sometimes impressive. But it would be less impressive if the farmer knew as much about the average country publisher's business methods as the publisher professes to know about the farmer's business methods.

Leaks in Newspaper Plants

IF A survey were made of Wisconsin printing plants, especially of the rural weekly publishing plants, showing total investment, volume of business, overhead, cost of operation, according to standardized business methods and the total item measured by the selling price of their products, I suspect the result would show that the country printer and publisher is in the same class with the farmer. I make this assertion with a fair degree of assurance based on a rather intimate general knowledge of the conditions.

Exactly the same microbe which is devouring the farmer's profits is responsible for small profits or no profits in the printing and publishing business. The ailment in both cases indicates an application of better business methods. Both the farmer and the country publisher need to "get rid of the boarders."

Editor is the Doctor

A CURE for the printer is vastly simpler and more direct than is the cure for the farmer because the printer is able to make his own selling price. I hope that the farmer will some day have a measure of the opportunity which is the printer's. A safe and sensible course has been mapped out for the printer by successful manufacturing concerns and business men everywhere. The farmer is to a considerable extent, sailing an uncharted sea.

It is all very well for us to be helpful with our advice to the farmer. But we would be more impressive if we could speak from experience in the use of good business methods which are recognized as standard, the world over. Like the farmer, the country publisher burns the candle at both ends. He works long hours for a financial compensation which is too small. He denies himself the preferments, the comforts, the enjoyments which he helps to procure for others. This should not be so. It need not be so.

BADGER TOWNS MAKE
THEMSELVES KNOWN



WHAT every Wisconsin town has something of which it is proud and of which other people have never heard is the main lesson taught by the Boost-the-Home-Town Questionnaires which BUILD WISCONSIN has been receiving from the editors of Wisconsin's county newspapers.

To find out the chief products produced in the community, and to list the resources and the possibilities of each section of the state has been the reason for sending out this questionnaire. After the information is compiled BUILD WISCONSIN will be in better position to help in advertising the state and its towns.

Because the editor, to a considerable extent, is the leader of the community this information was asked of him. From the results obtained so far it shows that the trust in his ability to tell about his town was well placed.

A few Wisconsin editors have not as yet sent in their completed questionnaires. Until the rest of the information is received BUILD WISCONSIN can not go ahead and properly assemble this valuable material. To aid those who have not returned their questionnaire a blue check is put in the box at the left; this signifies that another questionnaire is enclosed with this issue of BUILD WISCONSIN. Please fill in this form and return it as soon as possible to BUILD WISCONSIN if there is a mark in the box on your copy.



GOSSIP OF WISCONSIN PRESS

NEW EDITORS AT PLYMOUTH

GEORGE A. Moormann and his sons C.D. and G. E., recently purchased THE PLYMOUTH REPORTER and have been on the job since the first of the month. The new editor was connected with the Milwaukee office of the Western Newspaper Union, prior to that time he was with several Indiana papers. Judging from the live editorials and the timely news stories that have characterized the last few issues of THE REPORTER the Moormanns are going to continue the high standards of this weekly. B. W. is glad they are with us and wishes them every success.

The home town paper travels far and wide as the town's representative that is always "on the job". - selected

NEW EDITOR AT TURTLE LAKE

THE TURTLE LAKE TIMES has changed hands. The new owner and publisher is Lester Arnold, formerly of Barron. Before going to Turtle Lake Arnold served as editor of a Hill City, Minnesota, paper. Arnold follows A. G. Huhn, who has edited THE TIMES since 1913. Turtle Lake has been served by a succession of papers. The first one, known as THE ADVOCATE, was established in 1898, and a year later it was sold and the name was changed to THE BUGLE. The ownership of THE BUGLE changed three times between '99 and 1903, at which time A. H. Nuesse assumed charge. In 1913 he rented the paper to Fred W. Haising and later to W. C. McCormick. Two years later Huhn bought the weekly and changed the name to THE TIMES.

BUILD WISCONSIN welcomes Mr. Arnold to the fold of Wisconsin publishers and sincerely wishes that his stay will be long and prosperous.

-- B. W. --

HERALD EDITOR IS MARRIED

G.A. Spitze, editor of THE PORT WASHINGTON HERALD, was united in marriage to Miss Helen Acker, of Hillsboro, North Dakota, near the start of the present month. Editor Spitze, who is an Illinois man, has been directing the Port Washington weekly for several years. W. A. Krause is the publisher.

-- B. W. --

KUENNE EDITED RECORD 25 YEARS

H.A. KUENNE has just completed his twenty-fifth year as editor and publisher of THE TRI COUNTY RECORD. This weekly, which is published at Kiel, in Calumet county, will be 35 years old next month. BUILD WISCONSIN congratulates Editor Kuenne on his silver anniversary.

-- B. W. --

PUGH FALLS FROM SKIIS

WHILE skiing Editor Dick Pugh, of THE LUCK ENTERPRISE, recently broke his leg. Reports say the accident was quite severe, both of the bones being broke. BUILD WISCONSIN in behalf of Wisconsin's weekly press, wishes Editor Pugh a speedy recovery.

-- B. W. --

SCORES HIT AS A MILKER

THE CHAMPION milker in and about the town of Etrich is no other than Arthur Sorenson, the editor of THE ADVANCE. According to reports from that section of Trempealeau county, he qualified for the title on one of the local farms, owned by Mark Hewitt. During the holidays Mr. Hewitt was short of help and he advertised in THE ADVANCE for a man. After Editor Sorenson had prepared the copy, he went out to the Hewitt farm, got himself a pail, went to the barn and milked seven cows - all in 30 minutes. So well did he do this job of milking that Mr. Hewitt says he is a "regular human milking machine".

-- B. W. --

EXTRA ISSUE PUBLISHED IN 1925

UBSCRIBERS to weekly newspaper published on Thursday will receive 53 copies this year, something that has not happened for eight years. The present year began on Thursday and will end on Thursday.

BOOST THE HOME-TOWN CAMPAIGN

BUILD WISCONSIN,
Agricultural Hall,
Madison, Wisconsin.

Name of Town _____ County _____

Name of Newspaper _____

Editor _____

Give the five chief products or industries for which
your town and countryside are noted.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

For which of these is your town best known?

Why not use the rest of this page and the other side
of the sheet, if necessary, to tell about this one pro-
duct or industry. Its monetary value to the town, the
number of people for whom it furnishes a livelihood
are a few of the points to be emphasized.

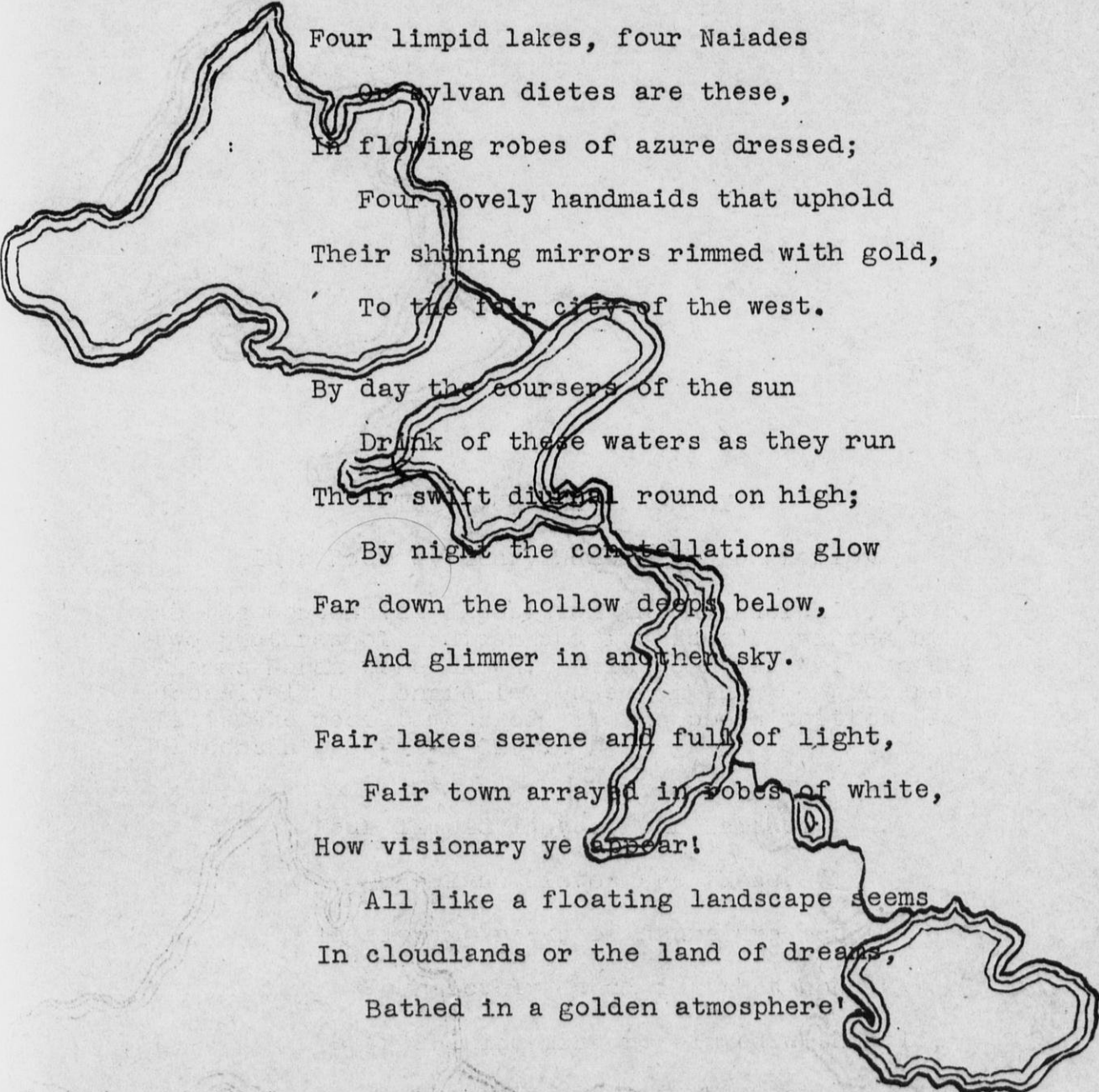
Date _____

Signed _____

THE FOUR LAKE COUNTRY

In a Poem by Henry Wadsworth Longfellow

At the centennial Exposition in Philadelphia, 1876, two pictures of Madison and its lakes, painted by Thomas Moran were shown. This poem was written expressively by Longfellow to accompany the pictures. It is the most famous of all the poems written of Wisconsin's Capital City.



Four limpid lakes, four Naiades

On Sylvan dietes are these,

In flowing robes of azure dressed;

Four lovely handmaids that uphold

Their shining mirrors rimmed with gold,

To the fair city of the west.

By day the coursers of the sun

Drink of these waters as they run

Their swift diurnal round on high;

By night the constellations glow

Far down the hollow deeps below,

And glimmer in another sky.

Fair lakes serene and full of light,

Fair town arrayed in robes of white,

How visionary ye appear!

All like a floating landscape seems

In cloudlands or the land of dreams,

Bathed in a golden atmosphere!

TO MADISON

By Ruth Fitch Bartlett

An Inland town, encircled by three lakes,
Where memories of Indians linger still.
Mendota--Hush! A lifted paddle shakes
The silent pool of Time and on the Hill,
Where now Collegiate buildings proudly face
The dome of state beyond a wadded street,
We sense the wisdom of a vanished race
Who turned these midlands golden with ripe wheat.
Men have praised many cities in fair verse.
Paris--the subtle mistress of Verlaine.
Oxford--the Muse's gray and ancient nurse.
London--immortal in a cloak of rain.
O! Madison, if I had power to sing,
Fame would invest you graciously as spring!

\$150.00 FOR EDITORS IN MADISON CONTEST



ADGER editors, what do you know about your Capital City?"

The country editor who has a wide acquaintance with Madison or who has access to a library has the chance of carrying away a lot of honor and a large cash prize. A good story on Wisconsin Capital City will do the trick. Here are the details.

To help people in and out of Wisconsin know more about this state the Madison Association of Commerce plans to give \$150.00 to the editors of Wisconsin's weekly newspapers who prepare the best stories on the state's capital city. Three awards, all in cash, \$75, \$50 and \$25, are offered in this novel contest.

No limit in length has been set for the story. It must appear in the weekly paper on or before March 1, and a copy of the paper in which it is used must be in the hands of Madison Association of Commerce by the tenth of the same month. This copy will be entered in the contest, and the awards will be made public April 1.

To judge in this initial contest a group of Madison people have been selected who are thoroughly acquainted with the Capital City. They are Colonel J. W. Jackson, manager of the Jackson Clinic; O. D. Brandenburg, Democrat Printing Company; and E. G. Doudna, of the Wisconsin Teachers' Association.

As title for the story the association has selected "Our Capital City". They feel that Madison belongs to all the people of the state and not merely to those residing there. To help along this noble cause BUILD WISCONSIN is sending to every Wisconsin country editor the enclosed leaflet on the city of Madison.

Additional information regarding the contest; write Editors' Contest Bureau, 402 Cantwell Building, Madison, Wisconsin. The completed papers are to be sent to the same address.

Build Wisconsin

This page is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture

in co-operation with the Wisconsin Press Association.

Volume 3

March 2, 1925

Number 8

"Covers Wisconsin Like the Sunshine"

GETTING AND KEEPING THE WEEKLY SUBSCRIBERS

WITHOUT circulation no newspaper can keep going. And the success of a paper is often in direct proportion to the number and the type of its subscribers. How to build up the circulation and how to keep the subscribers on the paid-up list is one of the most vital problems that confronts the weekly editor.

By Rudolph Lee, Editor of
The Lone Prairie Leader,
Minnesota

We should reverse the subject and consider first how to keep subscribers. For the thing which answers that question automatically meets the difficulty of getting subscribers.

Make the Reader Want It

LOOKING at this subscription problem from the angle of rural editors, I believe that in order to keep subscribers all papers must be something more than "news" papers.

Of course, it is understood that the news field must be covered but from the standpoint of keeping subscribers the desired end is to establish the reputation among the people of the community where the paper circulates that if they are not reading our paper they are losing something. If that reputation can be established the problem of the circulation department is easy.

Play Up Rural News

ASSUMING again that the bulk of our subscription prospects are farmers, there are two things the editor can do to establish the reputation for his paper to which I have referred. The first of these is to have a good country correspondence department. If you have never done so, just look over the last front page of your paper, which represents your best news efforts of the week, and which is probably the pride of your make-up man, and check it over with the idea of noting how many items there are on that front page that really interest a farmer out in the country, remembering at the same time

Build Wisconsin

that at least three-fourths of your subscribers and your prospects are farmers.

You will find there are very few items there that interest them, because they are usually about people in your village or events about societies and organizations in the town, but if you will give him five or six inches a week of little local items referring to people and events in his own neighborhood he and his family will look forward to those items much more than they will to the splendid front page upon which you lavish most of your editorial and make-up efforts.

How It Can Be Done

THE BEST method I know of establishing a reputation for your paper is to supply your readers with farm news service. This is not difficult to do. If the resources of the paper permit it, put a field man out to visit farmers and write notes. If the resources do not permit his employment, establish the department anyway and edit it from the wealth of material easily available from the state college of agriculture and the publicity departments of the various cooperative organizations.

As soon as a farm news service is organized you will be surprised at the number of opportunities that continually come up whereby you can render actual and practical assistance to farmers, and do this with but little cost. Last year our field man after talking alfalfa in his farm to farm visits every day and paving the way for the campaign, arranged for the distribution of alfalfa seed to farmers at cost. The way having been paved for the campaign by his field efforts and by boosting the project through the paper, we had little or no trouble in distributing a carload of seed. There were nearly five hundred farmers who were encouraged to get this seed. The campaign was a great success.

The seed was secured cheaper than it could have been in any other way. Because the campaign was on, more farmers tried out this legume. The seed was of good quality and it all grew splendidly.

What was the result from a subscription standpoint? We had 500 farmers scattered all over our county who felt that they had actually profited by their association with the paper. They told at least five hundred other farmers what they were losing by not belonging to THE LEADER'S family.

1000 New Readers

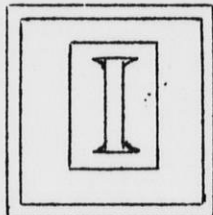
WHAT WOULD your subscription department give to have one thousand good farmers telling everybody they met that if they did not take your paper they were losing out on something? As I said, you will be surprised at the things the establishment of a farm department enables you to do without much work or very little expense.

There is no effort of which I know that is so well calculated to make the increasing of your circulation easy as the establishment of such a department. In other words, if our getting of subscribers problem is to be solved by increasing the number of eager and promising prospects in our territory, there is nothing I believe which will produce such prospects quicker and easier than establishing the idea that if the citizen is not reading our paper he is losing out on something.

In a brief way I have thus outlined some of the methods in which this reputation can be established. Hence it is that the problem of keeping and getting subscribers is one that first is up to the editor himself. After he does his part in the way of delivering the goods, so as to make the paper worth while and valuable, the subscription department has an easy time.

WAITING TO ASSEMBLE
HOME QUESTIONNAIRES

IF THE editor, won't tell about his home town, then who will?



Every Wisconsin town, no matter how large or how small, wants to be represented in the information that BUILD WISCONSIN is compiling. It wants other people to know what is produced there and what is its mainstay. Most people look on the editor as being the town's chief spokesman and it is from this leader that aid in gathering the information is sought.

Results so far have been very promising. Two questionnaires have brought replies from the majority of Badger editors. The material received is very interesting to any one interested in the state of Wisconsin; it gives a chance to "rediscover" our home state. And when this is assembled for the 357 towns in Wisconsin, that harbor weekly newspapers, it should prove of immense value in telling about Badger communities and the state, as a whole.

If you have not sent in your completed questionnaire, won't you please make this your first job tomorrow morning? Use the questionnaire that was sent to you last week. If you can't find that one write BUILD WISCONSIN for another.

TIMES EXPLOITS DAIRY DAY

WESTERN Dane county had its Dairy Day, February 20, the meeting being held in Mount Horeb. In his issue of the preceding week Editor F. S. Zintz, of THE TIMES, used the event of the following week to bolster his advertising. An entire page of local advertising taken by local merchants was connected up with the dairy meeting. At the top of this page the Mount Horeb editor set the head: "Welcome Dairymen to Mount Horeb", and in the center of the page he placed the program of the day. Where to eat, bank, buy their automobiles, their hardware supplies and their dairy feed as told to the visiting dairymen through the advertising columns of THE TIMES.

WISCONSIN SIDELIGHTS

WHERE IS THE BEST CHEESE MADE?

TO BUILD LADYSMITH and the rural community is one of the hobbies of THE RUSH COUNTY JOURNAL, published at Ladysmith. Editor E. W. Richardson feels that the local people can best promote the interests of Ladysmith by using those products in the home field. He starts with cheese and in a little box on his front page, Richardson says loudly: "Eat Ladysmith cheese. Ask your neighbors and friends to eat Ladysmith cheese. Insist upon your grocer selling Ladysmith cheese - Brick, Swiss, Pimento, Mustard, Caraway, and Roquefort."

That was for one week, and in the next week's issue Richardson talked about butter. On his front page he set off his article with the head, "Wanted - Ideas to Help Ladysmith Grow". Then he asked his constituents for suggestions on how to boost Ladysmith. This he followed with the plea for a greater consumption of Ladysmith butter, similar to his talk on cheese.

Referring to Editor Richardson's story about Ladysmith cheese, the editor of THE SHAWANO COUNTY ADVOCATE, E. J. Scott, says in his editorial column that it is a sensible idea. But he cautions that if one wants the best cheese they must come to the best Wisconsin county to get. And to Scott the foremost county in the state is Shawano.

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"FOR QUALITY PRINTING, SEE US"

THE PRINTED letterhead, the printed statement or bill is as necessary to create the proper public impression as a good attractive front to a store. So since the purpose of most printed matter is to create a good impression in the mind of the buyer, why save a dollar or so on something cheap." Thus concludes E. W. Cleveland, Editor of THE TIGERTON CHRONICLE, after taking half of a column telling his constituents the value of quality in printing. To clinch his argument Cleveland says, "The next time you compare printing prices, remember this. Then call at THE CHRONICLE office and let us show you the difference between quality printing and just printing."

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TODD HAS NEW APPROACH

THE EDITOR is the advertising manager for the farmers of his community, newspaper men were told at their annual meeting, held in Madison at the start of the month", says A. R. Todd, of THE LAKE GENEVA NEWS TRIBUNE, in a recent editorial.

"Advertising simplifies marketing", he points out. "There are good farmers in every county in Wisconsin and all are confronted with marketing problems, which to a certain extent lie within their own solution. In spite of this only 15 per cent ever employ ink to aid in selling their products."

In countless ways the editor of the country weekly can aid the farmer, the Lake Geneva editor declares. Besides the usual services performed in the columns of the paper he can help the farmer in preparing his advertising copy and stationery, both important factors in the conducting of any business. Todd further urges the use of letterheads, tags, post cards and display folders, all designed to meet the individual's needs. He concludes by emphasizing the importance of his rural clients getting acquainted with their editor-printer.

"KEEP THE TRADE IN SPARTA"

“THEY'RE Luring your Business Away from Sparta” is the title of an advertising circular just prepared by THE SPARTA HERALD. It is four pages in size, mixed with plenty of color, and is addressed to the merchants of Sparta. Editors J. W. Spradling and Bruce R. McCoy feel that mail order houses and near-by cities are exploiting the trade of Sparta. Straight from the shoulder they tell the local merchants how much these out-of-town organizations are spending to coax business away from Sparta. And on the last page the Sparta publishers present a suggestion which they feel will remedy the condition. To use printers' ink in the local papers is the main thought back of their suggestion to the Sparta dealers.

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REVIEWS OUT-OF-STATE WEEKLY

HARRISONVILLE, Missouri, is the home of THE CASS COUNTY DEMOCRAT, and according to Editor W. A. Hume, of THE CHILTON TIMES, this newspaper is one of the best weeklies that reaches his office. The Chilton editor is advocating better newspapers. He urges Badger publishers, who are in need of inspiration, to write to the Missouri weekly for a copy of this excellent paper.

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WEEKLY HELPS CHANGE NAME

A LIVELY discussion regarding a new name for the town of Milton Junction is in progress in the columns of THE JOURNAL TELEPHONE, the local weekly. Editor Orlando H. Frantz published four letters in last week's paper on this subject.

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TIMES STRONG FOR FARMING

RECENT issues of THE FENNIMORE TIMES have a goodly share of agricultural news, and most of it is gathered from the local field. Their Platteville correspondent, J. H. Lewis, who prepares the page for that community, has been giving an entire page over to educational news on farming. In a late number eight cuts were used and an entire page taken to tell Grant county farmers the way to "Obtain Maximum Value from Dairy Feeds". Besides this interesting feature Roethe Brothers, the publishers, are using two half columns every week to tell of the activities of the county agent. One of the ears on the front page of this weekly says "Circulation 5,000". Of course, you can draw a correlation between farm news and a healthy circulation.

30

FOR WHAT IS YOUR COMMUNITY
NOTED? B. W. AND THE REST
OF WISCONSIN WANTS TO KNOW

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

Number 9

March 9, 1925

"The Little Partner of the Country Weekly"

TRAVELS OF FRIENDS INTEREST HOME FOLKS

THAT the readers of Wisconsin's weekly newspapers are greatly interested in their friends far away from home, whether in Alaska or Arabia, is proven by the many columns of foreign letters that editors are now running. Letters varying in length from a half column to two and a half columns, and bearing with the date mark the name of Australia, New Zealand, Arabia, California, Alaska, Mississippi, Texas, Florida and on board the S. S. Adriatic were carried in the issues of the past week. Among the papers that made use of these interesting letters are THE JEFFERSON COUNTY UNION, LA FARGE ENTERPRISE, BLAIR PRESS, GALESVILLE REPUBLICAN, CAMPBELLSPORT, SAUK COUNTY NEWS, and THE JUNEAU COUNTY CHRONICLE.

PLANS for securing similar communications can be made with your townsmen when they are planning a trip away from home. A weekly letter from your banker, who is visiting in Europe, or a report from a farmer who is on a long auto tour, will prove to be very interesting and will attract nearly as many eyes as any other news that you gather.

HOW to make use of the travels of your constituents is well illustrated by the papers in Sheboygan county. Dairymen from that section just recently completed a trip to Mississippi, studying the market possibilities of that state and adjoining states for cows from Sheboygan county. They made a very extensive trip and their investigations should prove invaluable for this Badger county. Both THE PLYMOUTH REPORTER and THE SHEBOYGAN COUNTY NEW "played up" the letters of these local dairymen as they wrote back home. Two full columns on the front page and another column on the second page were needed to handle one week's story on the southern trip as carried by THE REPORTER.

Have you told B. W.
about your Home Town?

This sheet is in the interests of the community newspaper.
Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

FIRST AD IN 1649;
AFTER PIEBALD NAG



TYLES may come and styles may go, but ads go on forever. Nearly three centuries of advertising prove this.

It is thought that the first advertisement ever carried by an English newspaper appeared in THE MODERATOR, a London paper, in 1649; and it was a pure and simple want ad. It "entreated" the reader to "Inquire after a blackish and kind of piebald nag, very poor, his face, feet and flank white and a white tip on his tail. He was stolen on grass from John Rotheram, of Barnet, of Herfordshire. Whosoever will inquire, find him out and bring or send tidings of him shall have what content they will for their pains".

Want ads after these 276 years are still in vogue; they have undergone little change. Advertising, of any kind, in the early days was not very profitable; fortunately, today this condition has been reversed. And of all types of advertising copy want ads are one of the most profitable for the publisher. Their possibilities are appreciated by the metropolitan papers that give several complete pages over to classified advertising. Weekly newspapers, too, right in Wisconsin, are finding that these small pieces of advertising picked up at home pay and pay big and also help to increase circulation.

NOW ADVOCATES WHEAT

A CENTURY ago wheat was a bane in Wisconsin. The Badger state was wheat ridden and she didn't come into her own until she had made the acquaintance of the dairy cow and shoved wheat in the distant background.

So far was wheat eliminated from the common crop rotation in St. Croix county that today this important part of Wisconsin doesn't grow enough wheat to feed her own people. To THE NEW RICHMOND NEWS this condition is far from ideal and Editor F. A. R. Van Meter is out to correct it. He urges that more acres of wheat be grown in St. Croix county this year and his slogan is, "Feed St. Croix county with St. Croix county wheat".

ANOTHER PAPER SUSPENDS

THE WABENO ADVERTISER, after being revived but a short time ago, has ceased to function. Its circulation list was purchased by THE CRANDON REPUBLICAN and this weekly is now carrying more advertising copy from Wabeno than it gathers from its home town. Carl J. Hanson is editor of THE REPUBLICAN.

THE PRINTING PRESS

I am the printing press, born of mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratories of history, the symphonies of all times.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulses of nations, and make brave men do braver deeds and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze with fearlessness into the vast beyond, seeking the consolidation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour, I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquest of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lights of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to immutable dust.

I am the printing press.

- By Robert H. Davis

EIGHTY-TWO MILES OF COWS

DAIRY cows in Monroe county is the subject of an interesting study just completed by THE CASHTON RECORD. Some important facts has been brought to light as a result of this weekly's efforts. Editor E. H. Brown tells his readers that "If you put all the cows in Monroe county in single file on highway 29 and allowed ten feet for each one, the leading cow would be entering Pertage as the last cow was leaving Sparta, a distance of about 82 miles."

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

March 16, 1925

Number 10

"First, Last and Always - Better Badger Weeklies"

What
To Look For
and Where

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Develop Editorials ----- from News Material	1
Needs More Information----- to Advertise Weeklies	4
Features County Herds-----	4
Know Wisconsin Better-----	5

DEVELOP EDITORIALS FROM NEWS MATERIAL

JUST what to use on the editorial page is a problem that confronts many an editor. When it is even quite a job to round up material for the news stories, it seems more or less fruitless to attempt gathering something important enough for editorial treatment.

News

May Be

Scarce

Sometimes, and very often, after a news story has been written, an editorial is suggested by, and can be built from, the same subject. Of course, it will be treated in a different manner. While the former pictured the happening as it actually occurred, free from any personal interpretation, in the editorial the editor is privileged to give expression to his personal opinions and beliefs.

This is the approved manner of handling a news story. The reader does not care what the editor thinks about a happening, at least, when he is after pure and simple information.

This sheet is in the interests of the community newspaper.
Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

News

He wants facts. But if he wants another man's viewpoint then he will turn to the editorial column and get the publisher's personal idea on the same subject.

Tells the

Facts

Only on important subjects can this treatment be used. And importance of news is determined by the reception it receives from the readers. However, nearly all the subjects of general community interest are important enough to warrant this dual treatment. A cow testing association report makes a good news story. But if the editor views the subject or some detail from an unusually different angle from that given in the report or if he feels that another cow testing association is needed in the community, he can draw out of the report enough material for a long or a short editorial.

Editorial

is

Personal

In the same manner the work of the county agent can be handled or the report of the boys' and girls' club or the purchase of well bred herd sire by one of the local farmers. It may be that more bulls like the one just purchased are needed in the section. The editor can make himself a powerful influence in bringing similar sires to the community. Not in the news story though, but in the editorial column.

Much

Editorial

Material

In Every

Community

The editorial offers a method of making just plain reading newsy. When the cooperative association holds its annual meeting or when the industries of the town give out their annual reports it is not exceptionally easy reading. Unless the editor puts some snap in it, it is safe to say that as a rule these notices are not read to any extent by the public. But from these same reports the editor can develop an editorial that will emphasize some of the points that the casual reader would not get.

Can

Make the

News

Interesting

How to take care of such an occasion is ably presented by Editor W. H. Bridgman, of THE STANLEY REPUBLICAN, in the following editorial. However, this copy is very exceptional in style and in polish. At the recent Better Newspaper Contest, the judges, President George W. Marble, of the National Editorial Association, G. L. Caswell, Managing Director of the Iowa Press Association, and John L. Meyer, Editor of the National Printer Journalist, couldn't over-look this editorial.

Bridgman

Shows

How

Working independently, each decided that it was the best appearing in the contest. Even though it didn't illustrate the matter of making over news material into editorials, B. W. could do no less than print it here. It is headed "We Have the Makins".

"We Have The 'Makins'"

"The annual financial reports of two Stanley manufacturing plants whose stockholders met this week, are made public. The figures show that these two concerns alone paid approximately \$400,000 to the farmers of the Stanley Country for produce during 1924.

"These industries had their inception in the foresight and the enterprise of Stanley business men of a decade or more ago. The institutions have justified the wisdom of their promoters many fold in what they have done to improve farming conditions in this community. There can be no doubt that the presence here of the canning company and the creamery have greatly increased the value of farm property in this locality by creating a more diversified market for the products of the farm. Stanley has one of only three or four creameries in the county.

"A study of the financial report of that institution shows that a dairy institution which can manufacture either butter or cheese has many advantages over the institution which is equipped only for one product or the other. Somewhere from ten to twenty cheese factories are located in the Stanley marketing area. It is not too much to assume that the revenue derived by the farmers from these cheese factories more than equals that of the two institutions mentioned above. Probably more than a million dollars have been paid to farmers for butter fat within a radius of six miles of Stanley during 1924.

"By merely promoting and organizing plants to buy and manufacture the farmer's raw material we are performing a valuable service to the agricultural community. But we have not performed the full measure of service possible till we have created the opportunity for the farmer to spend his money or invest it in the markets of his home community. That the farmer is not doing this but that he is spending a major portion of it in the markets of other communities is clearly apparent.

"A good market town with from 3,000 to 5,000 population with a high school, including vocational courses, a public library, good churches, a good newspaper, theaters and attendant social opportunities is just as important to successful life on the farm in this day and age as it is to the people who live in the town itself. The people of the farm homes have their absorbing problems and the building of the institutions, markets and trading places of the neighboring town is not one of them. If they do not find them at home, they will seek them elsewhere.

"We are at the dawn of a new era in the rural life of the country. The new inventions of this period are calculated to change the habits of the people. We cannot hold the trade of the rural community in these country towns by methods which were in vogue a century ago. It is for us to decide very soon whether we shall be bound to the chariot wheel of the financial emperors of the great cities or whether we shall maintain a rural community life that is harmonious and symmetrical. To us the impoverishment of these rural communities is a tragedy. That our boys and girls with an education must

be drawn into the maelstrom of selfishness and crime, exemplified by the civic life of such a place as Chicago, in quest of a livelihood, is deplorable.

"We have at hand all the essential materials for the building of a populous and prosperous market and residence town. Have we the constructive genius and the unselfish spirit to put them together?"

NEEDS MORE INFORMATION
TO ADVERTISE WEEKLIES

"When and where was your paper founded and by whom, and who has since occupied the editorial chair?"

No. This is not the census taker speaking. It's just BUILD WISCONSIN out chasing down a story about each of Wisconsin's 357 weeklies.

From the questionnaire sent to the weekly editors some very interesting material, dealing with Badger communities that house a weekly newspaper, has been collected. To accompany this material it is planned to tie up the community and its main products with its weekly newspaper. The date the paper was founded, the names of the former editors and periods they served are some of the highlights that will go with the noted products of the community.

Starting as soon as possible we plan to publish in BUILD WISCONSIN the records of all the Wisconsin weekly newspapers. This will be run in serial form and it will likely be taken up in alphabetical order. So far, no records show that such a scheme has ever been attempted, and it appears that it will be a great impetus for Badger editors to get still better acquainted with their own communities and the other newspaper centers of the state.

A personal questionnaire, addressed to every paper, is enclosed with this issue of BUILD WISCONSIN. Won't you fill yours out today and ship it to us at Madison at once? It's for the welfare of all the country weeklies and the good of old Wisconsin.

FEATURES COUNTY HERDS

WHO'S Who Among the Sauk County Herds" is an interesting feature which THE REEDSBURG TIMES has just initiated along with their regular farm news. Last week the editors told of a Loganville stock farm and they used a half column in describing this herd of Holsteins. Along with the story a cut of the herd bull was used, set in outline form with a vignettted base. That this type of news is exceedingly important for the rural subscribers is a fact common to many Badger editors and Editor B. E. Walters, of THE TIMES is demonstrating very well how to handle it.

KNOW WISCONSIN BETTER

WE need to know Wisconsin better. It is a grand old state and too often we do not half appreciate what it offers and affords us.

AMONG the number who have a growing love and admiration for the state is A. S. Alexander, of the Wisconsin College of Agriculture. He has travelled through many states and has ample opportunity to compare the beauty and bounties of Wisconsin with those of other states and even other countries. In the verse given below, he has penned sincere words of praise for his adopted commonwealth. Can we, natives of Wisconsin, equal him in our appreciation?

WATCH future issues of BUILD WISCONSIN for material which will also help your readers to "Know Wisconsin Better".

WISCONSIN CALLS

Come on up here in Spring time,
To Wisconsin in the leaf time,
When trout are rising fast and free;
To fairy land in May time,
To enjoy the peaceful pastime
By rippling stream and whisp'ring tree.

Come on up here for play time,
In the balmy days of June time,
When clover sweetly scents the air;
To "Land o' Lakes" in hay time,
To forget your irksome work time
And quickly lose your blues and care.

Come on up for a cool time,
When in "dog days" sultry heat time
Your strength and pep fade fast away;
Hike to Wisconsin's health cline,
For a glorious, glad and gay time
In "Cloverland" for rest and play!

-A. S. Alexander

Madison, Wisconsin



**Build
Stronger
Business**

Build Wisconsin

**Blanket
the Home
Community**

Volume 3

March 23, 1925

Number 11

"Ties Together the Weeklies of Wisconsin"

Can Develop County
Agent as Source of
Live Country News

ALTHOUGH many assessors do not know it tips are among the most valuable possessions of a live newspaper and a successful newspaper man. In fact, good sources of tips are worth more to a newspaper than elaborate office equipment. The news that happens right around the corner may never come to light unless the editor gets a tip or finds a thread leading to the event. After that it is comparatively easy to go out and dig up the story.

Most Wisconsin communities are fortunate in being the homes of several people who are in a position to aid the editor in giving tips and even at times, in writing for publication the complete story of events they witness and hear. Many of these would otherwise be lost to the weekly editor. Among these possible "pseudo-reporters" are the agricultural agent, the cow tester, the fieldman for creameries and canning factories, the local veterinarian and the county school superintendent.

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Because of the wide field that these workers cover they are in a position, in the course of their daily work, to gather threads of news and give them to their editors. Whether or not they carry a memo-pad they can and will give the editor many farm facts of importance. Moreover, their news is characterized by its freedom from press agenting or propaganda.

If these workers give the country editor a tip to some news, the latter may then verify and expand it, working in the interesting details. Sometimes they will bring in all the details, already written into a story making it unnecessary for the editor to move out of his chair in rounding out his story.

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**Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.**

Build Wisconsin

With all of these men, who work more or less for the community the editor can cultivate an acquaintance that will be very remunerative as far as news values run. Most of the workers in these fields have a sense of community progressiveness and recognize the weekly paper as a symbol of this spirit.

Badger editors, today, in 47 Wisconsin counties, are using their county agent as a reporter. These same leaders welcome the opportunity of getting information regarding better farming before the rural folks. They are all busy men, and, of course, can not prepare all the material which the editor or his readers may want. However, they can give the editor the tips and he can then build up his own story.

The editor's acquaintance with his county enables him to handle the county agent news with particular ease. By the use of the telephone and, if necessary, the car he can add no end of local color to the tip. If the editor needs more material he can go back to the county agent and get the information.

How the county agent of Pike county, Ohio, supplied the editors of his county with live tips is shown by the following list, which is a sample of the news he issues every week. Of course, these must be amplified and played up in proportion to their value to the community. If they were used in their present form much of their value would be neglected.

Turn the Lead into
a Finished Story

"Calvin Bumgardner, Beaver, says: 'I am getting 22 cents a dozen above the local market by shipping carefully graded eggs to eastern markets'.

"Mrs. J. W. Vulgamore, of Torman township, reports 'thousands' of Mexican bean beetles on her corn beans this year. This is the first serious damage reported in Pike county.

"Samuel Scott, of Jackson township, will treat his seed wheat for smut with formaldehyde this week.

"Says Charles Cottrell, of Pankton: 'I believe in club work. If a sheep club is organized, I have two girls for it'.

"B. C. Livesay, Beaver, is treating his sheep for stomach worms. The flock is kept off food 24 hours, and then dosed with two ounces of 1 per cent solution of copper sulphate.

"Wesley Sheridan, Cynthiana, is 'steering down' corn. Fifteen steers, got to full feed on green corn and have been turned into corn with the hogs. Mr. Sheridan says the stock are doing very well.

"Charles Vallery, near Painesville, has some Pennsylvania Sure Crop with ears that measure $14\frac{3}{4}$ inches long. Ask him how he got it.

"Do you know that part of John Lee's pasture that runs along the D. T. & I. tracks? He is going to treat it with 400 pounds of acid phosphate to the acre. Keep an eye on it. If it brings the grass without the necessity of breaking up the ground, he will do it to the entire field. Lee lives a mile east of Sana."

Where the Badger editor is furnished with a weekly letter or more extended tips than those prepared by the Ohio agent, he can generally use them complete. However, occasionally he will see local angles which can be added to a paragraph and give it new punch for his rural readers. Then, again if the editor feels that a spray ring or a community organization should be organized in the section, he can go to his county agent and get help on a special article from him.

Where county agents are not established, the country editor will find the school superintendent, cow testers and field men for local farm organizations; powerful allies in gathering tips for the news that is going on in the nearby community.

- 30 -

Uses Front Page on
Local Farm Groups

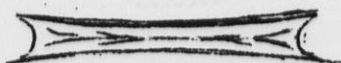
COCHRANE has a cooperative shipping association and also a cooperative creamery. Both of these organizations just finished their year. The editor of THE COCHRANE RECORDER, L. L. Quimby, feels that these organizations are important enough to merit the greater part of his front page when they have their birthdays about the same time, and to prove that the past season was the biggest year for both of these farmers' organizations the editor used plenty of figures. The remainder of the front page was taken up with a cow testing association report and a market report.

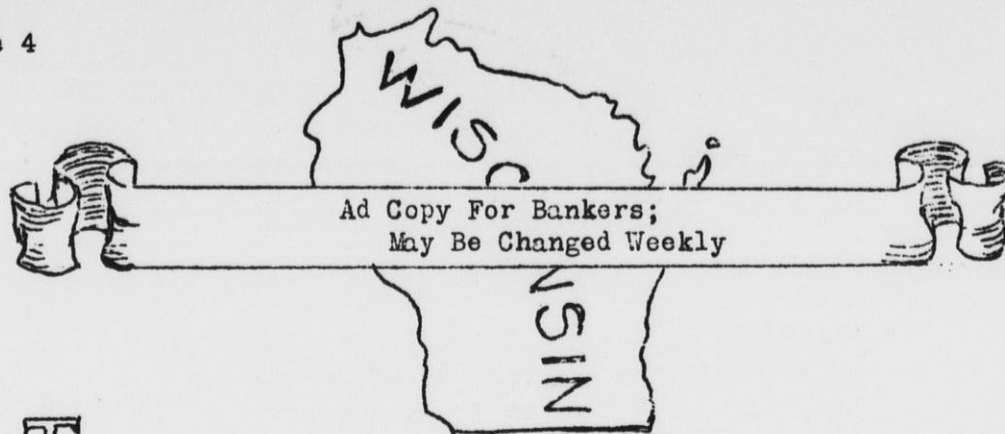
- 30 -

Subscriber for Half
Century Renews Again

"AM GLAD to enclose \$2.00 to renew my paper. Have read it since a little child in 1872 when Mr. Devereaux was editor and Ed. Sawyer worked there. We are always on the look-out for the paper each week and are indeed glad to get it." This is what the mailman brought L. H. Zimmermann, Editor of THE BURLINGTON STANDARD-DEMOCRAT, a few days ago.

The fact that a 50 year subscriber to THE STANDARD-DEMOCRAT takes out another subscription is only part of the story. The manner that Editor Zimmerman sets up this interesting letter is worth noting. The Burlington weekly is a seven column paper, and at the bottom of the second and the sixth columns Zimmermann has been running two boxes, column wide and about four inches high. The rule is dotted and about a quarter of an inch wide. This manner of breaking up the page, to a certain extent, takes the place of a cut, and surely improves the appearance of the sheet. When used at the top of a column they bring contrast to heads, especially if they are only column wide and all of them the same in point of type.





THE banker, too, wants to sell his service to his clients - actual and potential.

To make his advertising copy more effective and to make it serviceable for his rural patrons is the present aim of one Wisconsin banker. He sees an avenue where his bank can be of great service in promoting better farming in his community. A good share of his capital comes from the countryside and he realizes that his business, to a large extent, is dependent on the success and the welfare of the local farmers. He proposes to give his advertising copy an agricultural slant. Besides boosting farming he feels that his organization will build good will among his rural clients.

So well was this Badger banker pleased with the bulletins and circulars distributed by the College of Agriculture that he says: "I have made up my mind to use our advertising space in the local paper to reproduce in a series of advertisements the important and timely points of some of this literature".

While BUILD WISCONSIN is helping this banker prepare his advertising copy, there is no reason why other Badger banks would not try the same plan and use this same copy. And the weekly editor may find that while using this copy he is increasing his local advertising.

Here is the plan.

Timely and seasonable advertising copy will be sent with BUILD WISCONSIN. The editor can sell the space to the banker and give him the copy. It, maybe, is possible the latter will want to change the copy, possibly localize it.

No cuts are used with the service. To liven it up, the use of rules and capital letters is suggested. If the bank has a cut of its name or its trade mark this can be inserted at the bottom of the copy.

This week's number carries the first advertisement. It deals with seed corn, a very important subject, made more so, by the great nation-wide shortage of good seed this season. Next week another important angle of Wisconsin farming will be covered.

Adds New Linotype

INCREASING circulation and job printing are the main factors that caused THE PORT WASHINGTON STAR to add a new linotype machine, model 14, to its equipment. Editor A. D. Bolens feels that the addition of this machine to the plant is a fine testimonial to the prosperity of Port Washington and the vicinity.

HOW ABOUT YOUR SEED CORN?

RIGHT today Wisconsin is supplying farmers in many parts of the country with seed corn. The early frosts of last fall nipped much of the corn before it matured to a point where it could be used for this year's planting. Germination tests have proved that such corn will not grow this spring.

TO GET corn with a high germination which will mature early and yield high is what corn growers all the way from Maine to California are after. And they are competing with Wisconsin growers for our home stock.

TWENTY-five years of field trials, under the most rigid inspection, has developed corn that is splendidly adapted to our conditions. It is sold as pedigreed seed. This stamp, while showing that it has been grown under inspection, also indicates that it has been fire-dried and stored in well ventilated bins, away from rodents and bad weather.

WHILE Wisconsin is supplying choice seed to growers in other states, farmers of this community, who do not have pedigreed seed, should get their orders filled at once. There is corn that is fitted for every section of the state. Get the variety best suited for this county.

PLANTING time is not far away. If you have any questions in regard to seed corn write to the College of Agriculture, Madison, Wisconsin. They can help you with seed corn troubles, tell you what varieties are doing well in our section, where you can get them and what they will cost you.

(Bank's Name)

(Address)

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

March 30, 1925

Number 12

"The Little Partner of the Country Weekly"

LOCAL IDEAS BEST TO INCREASE CIRCULATION



ESIDES being newsy and entertaining news feature, in the weekly newspaper, can be highly valuable as circulation getters. Or better yet, these servants of the editor and sources of pleasure for the reader help retain old subscribers and even get new ones.

Often, in looking for feature attractions, the editor searches for the most unusual and different idea of which his readers have ever seen or heard. In his long and endless search he may go far from home, get a foreign idea and try it on his readers. And sometimes this plan does not work and the results - at least as far circulation getting is concerned - are disappointing.

Among the features that do work and bring results, first place is generally awarded to those that possess the home-town atmosphere. Not only in getting circulation but in boosting advertising and maintaining reader interest, the feature attractions that have been planned and originated at home are more often tremendously successful.

TO PLAY up local home folks is a means that several Wisconsin weeklies have employed. Someone in the community, preferably one who has been living in the neighborhood for a long time is taken for the subject; and the editor can, of course, weave into his article the development of the community as seen by the man or woman back of the story.

A farmer who was one of the early settlers, a merchant who is a community live-wire, the banker, the county agent, or a noted dairyman - all make fine subjects for an interview. The school teacher or the town nurse or a farmer's wife, who has been doing fine work, can also be used as a basis for a story.

Editor C. L. Benoy, of THE WAUWATOSA NEWS, shows how this plan can be handled. He calls the column, a "Getting Acquainted" feature. Some Wauwatosa person, who has made good, is written up in an interesting and newsy style, and special interest is placed on the part that he has played in the building of his home town. Benoy sets his column on the front page of THE NEWS.

That this subject is successful is shown by the manner in which the readers look forward to the column or two given over to the feature. Of course, a cut will aid in making the story more effective.

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WHETHER or not to employ a county agricultural agent is the problem that confronted the commissioners of Kewaunee county last fall. This question which was being "aired" pro and con by the local farmers gave Editor H. H. Heidmann, of THE ALGOMA RECORD HERALD an opportunity to assemble an interesting story. After using his pencil he found that the cost of maintaining a county agent in the county was almost negligible as far as increased taxes for the farmers were concerned. For instance, a \$10,000 farm would have an added tax bill of only fifty cents, and a million dollar factory would pay but fifty dollars more for the year.

To make his figures interesting and to bring in an abundance of local color Heidmann went to the prominent farmers and got their reaction towards the county agent plan. In his story he quoted these men, picking out the most striking thing they said. This story proved to be unusually interesting, because of its timeliness and the local color back of it.

This plan of a feature story presents itself only when there is a matter of considerable moment before the local folk. When local farmers are talking about a cooperative creamery or the formation of a cow testing association or when anything of unusual interest is in the air, the time is ripe to make use of this idea. Generally this story will find itself printed on the front page.

With matters of less importance the editor can assemble the opinions under a "What They Think" or "What They Say" head. By speaking to the local people personally he can find out what they think or he can get them on the telephone. Of course, he wants to get a number of non-subscribers to voice their opinions in this column, for when these see their names in print in the local paper they will, no doubt, want to get the paper all the time.

In some communities this column can be made into a weekly attraction. In fact, nearly every editor could carry it the greater part of the year, if he could take the time to prepare a schedule. Such subjects as the curing of alfalfa hay, the testing of cows for tuberculosis and the ways of handling baby chicks could be developed into interesting and instructive features.

After this plan is once installed the editor can announce a week ahead what subject will get attention in the next issue. This will tend to add interest, and after a while the reader will look for the column in the same section of the paper every week.

VISITORS in the town and the country present another plan which can be worked into a feature. Just what do they think of the community, what appealed to them most, where are they from - these are a few of the points which can be brought out in this column. Undoubtedly the majority of Badger communities that house a newspaper can make use of this idea. It means, however, getting out and meeting the visitors when they come to town.

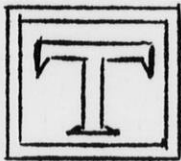
A greater value of this plan than the mere opinion of the visitor is the chance of the editor to run down other news material, when he is seeing the out-of-town visitor.

COMIC strips are another form of feature material employed by some Wisconsin editors. A few papers, like THE DOOR COUNTY NEWS and THE OCONTO FALLS HERALD, use a four page "funny paper".

THE WEST BEND NEWS has applied a local touch to the comic strip. Every week a local "brush artist" sets forth the most important event on the West Bend calendar in a rough drawing. Generally four pictures are used in this illustration. Because of the local color back of this feature Editor J. J. Huber finds it very desirable - he runs it on his front page.

30

CROWDS THE MAILS WITH
3,000 SPECIAL COPIES



HE mid-winter fair is just about the biggest event on Kaukauna's calendar of doings for the year. For this reason the town's weekly newspaper, THE TIMES, gave a large amount of space, boosting the fair, which took place about two weeks ago.

Well prepared stories, set off with double deck heads, and nearly all dealing with the various branches of the fair, were "played up" on the front page of this Outagamie weekly last week. The agricultural side of the fair was handled by the county agent, the health clinic by a local doctor, the school exhibit by a member of the staff in the Kaukauna schools, and the editor, himself, took three full columns on the front page to tell about the general features of the fair. On the other pages of the issue a large amount of space was also given to this feature.

The Kaukauna Fair is staged under the auspices of the Advancement Club of this Outagamie county town in cooperation with the county board of supervisors, the city council, and the fraternal organizations of the town.

To further help along the cause THE TIMES management distributed about 3,000 copies of this issue among rural folks for whom they could find an address.

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MAKES PLAIN NEWS NEWSY

A HIGH record of a pure bred dairy cow, as told by the report given out by the breed associations, is not a breezy piece of copy, important as it may be to the community. And if only a short squib is given to a healthy record made at home, it seems that the editor is letting a scoop slip out of his hands. How to handle such a performance is well illustrated by the manner H. H. Heidmann, of THE ALGOMA RECORD-HERALD, used the story of a four-year old Guernsey cow that just completed a 612.6 pound butterfat record on a local farm.

Just what the cow produced in milk, fat and her average test for each month was given in Heidmann's story. Then came the sire's and dam's pedigree, the breeder, the cow's calving requirements and the number of times she was milked. All in all it took up about eight inches of a column in THE RECORD-HERALD.

EDITOR AWARDS DICTIONARY,
TO AID T. B. ERADICATION

PUBLIC schools in Waupaca county played a big part in the successful tuberculosis eradication campaign that was recently put on in that county. Under the direction of the teachers the students signed up the farmers in their district for the test. To the district that first reported a 100 per cent list of signatures from the local farmers the editor of THE CLINTONVILLE DAIRYMAN-GAZETTE gave a New Webster's Dictionary. More important than this fine book was the editorial support that this editor loaned to the movement.

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DAIRYING SUITED FOR
BELL'S HOME COMMUNITY

NOT SO long ago Donald C. Bell, Editor of THE BAYFIELD COUNTY PRESS, visited the local cooperative creamery and got into a long discussion with the manager. This Badger editor had been wondering just what happened to the "community that stuck to dairying for a long time". The creamery manager told his way of looking at the question and in the end Editor Bell concluded that "Prosperity always Follows the Dairy Cow". This was the head he used on his first page story that occupied 90 per cent of a column. The local folks near Bayfield are going to follow dairying a little more consistently than they have in the past and THE PRESS editor is aiming to help along the movement.

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SECOND BANK AD TO
HELP SHEEP BREEDERS

OVER 340,000 sheep are on Wisconsin farms. That this branch of live stock is important to Badger farmers is shown by the fact that the industry in this state represents an investment of more than one and a half million dollars. Bankers will find that sheep make an unusually timely subject for their advertising copy, especially at this time of the season. The advertisement for this week is on the last page of BUILD WISCONSIN.

30



LAMBING TIME IS ON

ALL months are important, but March and April take first place in prominence on the sheep man's calendar. For at this time are born his lambs, his future flock. To get strong healthy lambs, which will develop into large strong ewes and vigorous rams is his foremost aim at this season.

WHAT
THE
GOOD
SHEPARD
ADVISES

Exercise the pregnant ewe in good nice weather but shelter her when it is stormy.

Feed the ewe clover and alfalfa hay. Give 2 - 2½ pounds of corn daily to supply succulence.

Feed grain, 1/2 pound a head daily, of a mixture of oats and bran. This should be used for a month prior to lambing.

Help the ewe at lambing.

Pen the ewe and the

baby lambs away from the flock or she may disown them.

Increase the succulent feed and the grain for the ewes the third day after lambing.

Castrate the ram lambs on a nice bright day when they are one to two weeks old.

Deck all the lambs a week later.

Wean the lambs at 4½ to 5 months of age. Don't wait for them to wean themselves. This is very important.

(Bank's Name)

(Address)

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

April 6, 1925

Number 13

"First, Last and Always - Better Badger Weeklies"

IT'S EASY TO SELL

Seed Corn
Hogs
Machinery
Hay
Dairy Calves
or Any
Thing Else

IN THE TRIBUNE

This 2 inch ad ran two issues in the **TRIBUNE**. It costs 80 cents. Now the heifer is in a new home.

For Sale - Pure bred Jersey heifer calf, 7 months old, out of dam with C.T.A. record of 502 lbs. butterfat. Price \$90. John Smith, Forks-ville, Wisconsin.

TRIBUNE ads will do the same for anything the farmer has to sell. The rates are within the reach of everyone.

THE FORKSVILLE TRIBUNE

Bell 448

88 Fork St.

Ad Used to Build Up Classified
Ad Section in Weekly

Editor Can Improve
Ads by Giving Facts

CONCRETENESS pays in advertising. This is one of the fundamentals of successful advertising. Generalities mean little or nothing to the buyer in these days of competitive selling. To make an impression on the potential purchaser the advertiser should be specific in his advertising copy.

These long-known rules apply to all advertisers. No matter what type of media they use, the farm paper, the popular publication or the country weekly.

The editor, since he, himself, advertises and helps the patrons to advertise, is especially susceptible to these principles. When he is preparing copy for his clients he aims to set an ad that will bring results, pay the advertiser and cause him to continue advertising. When he, himself, advertises, he should, of course, use the same care, so that his ads will do more than fill space when he is short of news material.

Whether in striving for circulation, job printing or advertising, the editor should deal in concrete facts in the advertisements that he uses. If the copy says something important,

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Build Wisconsin


"hits the reader between the eye", and then it is set up so as to be attractive, the advertisement stands a good chance of getting the local readers to resubscribe to the weekly or of convincing the local merchants of the value of advertising.

How the editor of a middle western weekly newspaper built up his classified ad department by use of distinctive copy shows the possibilities within the reach of the country editor.

Instead of telling what classified ads could do, he told in his advertisements what they were doing for local farmers. After a farmer made a sale through his columns, he borrowed the idea for his ad. The editor inserted the classified ad in his display copy, told the cost of the small advertisement and how often it was used.

As a result of this type of copy, this enterprising editor increased his classified ad section from a half column to three and to five full columns. Classified ads, as most editors have already learned, are a profitable source of revenue.

OCONTO FALLS HERALD KEEPS PACE WITH CITY



WENTY-SIX years ago, in 1899, about 300 copies of the first number of the starting volume of the OCONTO FALLS HERALD was struck off in this Oconto county town. Then, an unincorporated village, Oconto Falls, with its population of 700, was vastly different from the thriving city that it is today with its 2,500 population figure. Advertising and job printing were, of course, correspondingly for the new weekly. The establishment was owned by Porter-Smith Company and its entire value was covered by \$900.

Change in Ownership

FIRE destroyed the building where the HERALD was printed in the year following its founding. Though some damage was done to the printing material, the publishing was continued in other quarters. During the summer of this same year W. L. Porter, senior member of the company, sold his interest to R. P. Smith, and the latter conducted the business until 1906 - these were years of improvement for the weekly.

Mr. Smith in 1906 sold an interest in the paper to Jas. F. O'Neill, forming the firm of Smith and O'Neill. Three years later Smith bought out his partner and he continued the business until 1918 when it was sold to an incorporated company, of which D. J. McIlree was president; R. P. Smith, vice-president; C. W. Carlson, cashier; P. H. Sharp, treasurer; and W. M. Comstock, manager.

Smith is Still Editor

IN THE early part of 1920 Mr. Comstock purchased the plant from the company and conducted it until 1921 when a new company was organized. Frank Cota was president; W. A. Flately, vice-president; C. W. Carlson, treasurer; George Stoffregon, secretary and manager; and R. P. Smith, editor.

For a quarter of a century THE HERALD has been a potent influence in this section of Oconto county. It has always stood for educational and municipal development and improvement. From the early days it has enjoyed a fair patronage and its circulation has increased until today it is one of the most widely circulated newspapers in this section of Wisconsin. As Oconto Falls has grown into an incorporated city, the job printing and advertising facilities of THE HERALD has continued to improve.

PROPOSED BILL TO REMOVE
LIARS FROM ADVERTISING

Superlatives used in advertising copy will be limited in the future if the new bill regarding willful lying in advertising, now before the Wisconsin legislature, becomes a law.

Introduced by Senator I. P. Mehigan, of Milwaukee county, the new bill proposes to punish anyone who advertises a product or anything that is offered for sale in a advertisement that contains any assertion that is untrue, deceptive or misleading. Punishment shall consist of a fine ranging from \$50 to \$200 or a one to three months' jail sentence or both fine and imprisonment. The treasury agent of Wisconsin will enforce the law if passed.

Punishment is not to be meted out to the editor of the publication carrying the deceptive advertisement, but to the one who directly or indirectly causes the copy to be printed. It will be within the province of the weekly editor, however, to warn advertisers from making gigantic claims in their ads.

Dairying Ranks High
in Washington County

THE COW population of Washington county numbers 30,000 head. In fact, there are more cows in this county than there are people. Editor Clarence R. Hathaway, of THE HARTFORD TIMES, finds that if the Washington county cows were lined on the state highway, in a single line and spaced eight feet apart, they would reach from Hartford to Milwaukee, a distance of 32 miles. In dollars and cents the dairy industry means \$8,000,000 to the county annually, nearly as great a source of revenue as all the manufacturing industries within the county combined. It is no wonder that Editor Hathaway declares, "It behooves everyone to talk dairying and get behind this big money-producing industry. More cows on the farm, more money for the dairymen and more trade for the shopkeeper will result as we boost this industry."

A Story for Your Weekly, to encourage country correspondence. Insert the name of the newspaper.

SEND IN THE RURAL NEWS;
THIS PAPER PUBLISHES IT

THE _____ is everybody's paper.

Every week it goes into the homes of town and rural folks. Though it enjoys a wide circulation in all quarters, it has its greatest numbers of readers among the farmers outside of the town limits. Where one copy is delivered in town, two are mailed out on the rural routes. This is not an unusual condition for it holds true with nearly all of Wisconsin's weekly newspapers. About two-thirds of their circulation is in the country, outside of the towns where they are published.

It is the aim of the editor of this paper to print every thing of significant interest. Since he can not get some of this material first hand, it is necessary that he depend, to a large extent, on the information given him by other people.

What is going on in the country should be told in THE _____. Anything of interest that happens in the country may be telephoned to the office or sent in by mail. Births, deaths, sicknesses, farm meetings, and demonstrations, lectures, large yields of crops, or anything of general interest makes the best kind of news material.

When writing to THE _____ care should be taken that the names of the individuals are carefully spelled and their initials are printed. The message should be short, every thing can generally be told in a few sentences.

Lake Geneva Ladies
Edit Local Weekly

ARTHUR TODD, Editor of the LAKE GENEVA NEWS TRIBUNE, was out of an editorial position recently when the women's club of this Walworth county town edited an issue of his paper. Sixteen pages, just like the way Todd prepares them, was the result of the work of this corps of lady editors. Everything from chasing down and writing news to the securing of advertising was handled by the women. Todd thinks so well of the issue put out by the Lake Geneva ladies that he has invited them to make the feature an annual affair.

Third Bank Ad Ready

"Planning the Home Garden" is the subject of the third advertisement that has been prepared at the request of Wisconsin bankers. This, too, is a timely subject, not alone to the farmer, but the town folks and even to the editors of Wisconsin weeklies. Next week the fourth ad of this series will appear in BUILD WISCONSIN. It deals with the raising and handling of baby chicks.

THIRD BANK ADVERTISEMENT

PLANNING THE HOME GARDEN

The world's largest bridges were not built for the first time over wide rivers or across deep valleys. The first bridge that now spans the widest valley was built in some office - on paper. So have the largest and most expensive buildings been erected, first on paper.

And the back yard and the farm garden should be prepared in the same manner - in the home and on paper.

Where are you going to plant the lettuce, the peas, the cucumbers, the radishes, and the vegetables? And what is to follow the lettuce? If this is worked out on paper it will save you many backaches.

Just a Half Dozen Garden Tips

- 1 Plan the garden on paper.
- 2 Don't crowd, leave plenty of space.
- 3 Rotate the vegetables.
- 4 Work the seed bed thoroughly.
- 5 Use reliable seed.
- 6 Don't sow the seed too thick.

(Bank's Name)

(Address)

Build Wisconsin

This page is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture

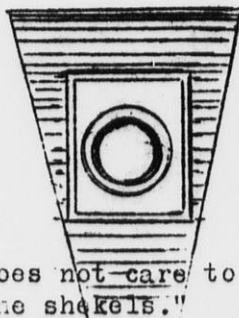
in co-operation with the Wisconsin Press Association.

ORDERLY AD MAKE-UP WILL
BETTER PAPER'S APPEARANCES

THAT the country weekly can't be as neat and as finished as the papers published in larger cities is an exploded myth.

The three judges at the recent Better Newspaper Contest well recognized the fallacy when they declared that many of the Badger weeklies on display were far better appearing than many large daily newspapers. Typography or make-up is an important factor in neatness and pleasing appearance.

Sumner J. Harris, of THE DOOR COUNTY ADVOCATE, has applied the typographical yardstick to advertising. Writing in The Inland Printer, this Wisconsin weekly editor expresses the viewpoint of one who realizes the position of the publisher in the small town.



THE reason the average country newspaper man has postponed adopting the pyramid makoup of advertisements is that advertisers request certain positions and the editor feels he is obliged to meet these requests. A country publisher who has built up a newspaper which, from the standpoint of circulation and earnings, ranks among the leading community journals in his State may be doubtful as to the outcome if he adopts pyramid style. Being fairly well satisfied with life, he does not care to "take a chance at losing good will among those contributing the shekels."

"Get by; do just enough; put over a good bluff; don't kill yourself." You'll hear it every day from country newspaper editors who are making a fairly good living and don't care to exert themselves further. It is the great American invitation to mediocrity.

"Our advertisers are our sole support and we can't afford to make restriction," say many complacent country editors. It has been proved, however, that

Build Wisconsin

certain successful country publishers have put into operation the pyramid make-up idea.

It's Up to the Editor

THE whole trouble seems to be that editors will not bank their advertisements because they fail to take time to look into the real reasons for doing so. Fearing clients will refuse to advertise unless they have their own way, many of the country newspaper editors are afraid to pyramid their advertisements, though by doing so they would add to the good appearance of their papers and get into the Class A type of country newspapers. Taking life easily? Yes!

J. L. Frazier, The Inland Printer newspaper critic, says repeatedly in his reviews, "We suggest that you adopt the pyramid makeup." Why? In the first place, no editor can doubt the assertion that a neat looking paper will sell easily, nor can he doubt the fact that a newspaper with a large circulation, consequently one that sells easily, is more valuable to an advertiser than a newspaper of poor appearance which does not command a large circulation.

Did you ever put yourself in the position of a salesman employed by an editor to go out into a field to sell a newspaper, What would you do if your product failed to create a good impression on your prospect? You will be turned down and you will wish you never had the job.

Dustpan Beats the Paper

ACERTAIN college student, who is now a professor in journalism at one of the large universities of the Middle West, tells a story of how he was employed one summer to sell a country weekly, with a dustpan thrown in as a premium. By the time his first few days were over he had not made enough money to pay expenses. He was headed for the rocks and intended to quit, when suddenly he conceived a good idea. The dustpan was a good one at least. It deserved selling, so he sold that - and throw in the newspaper.

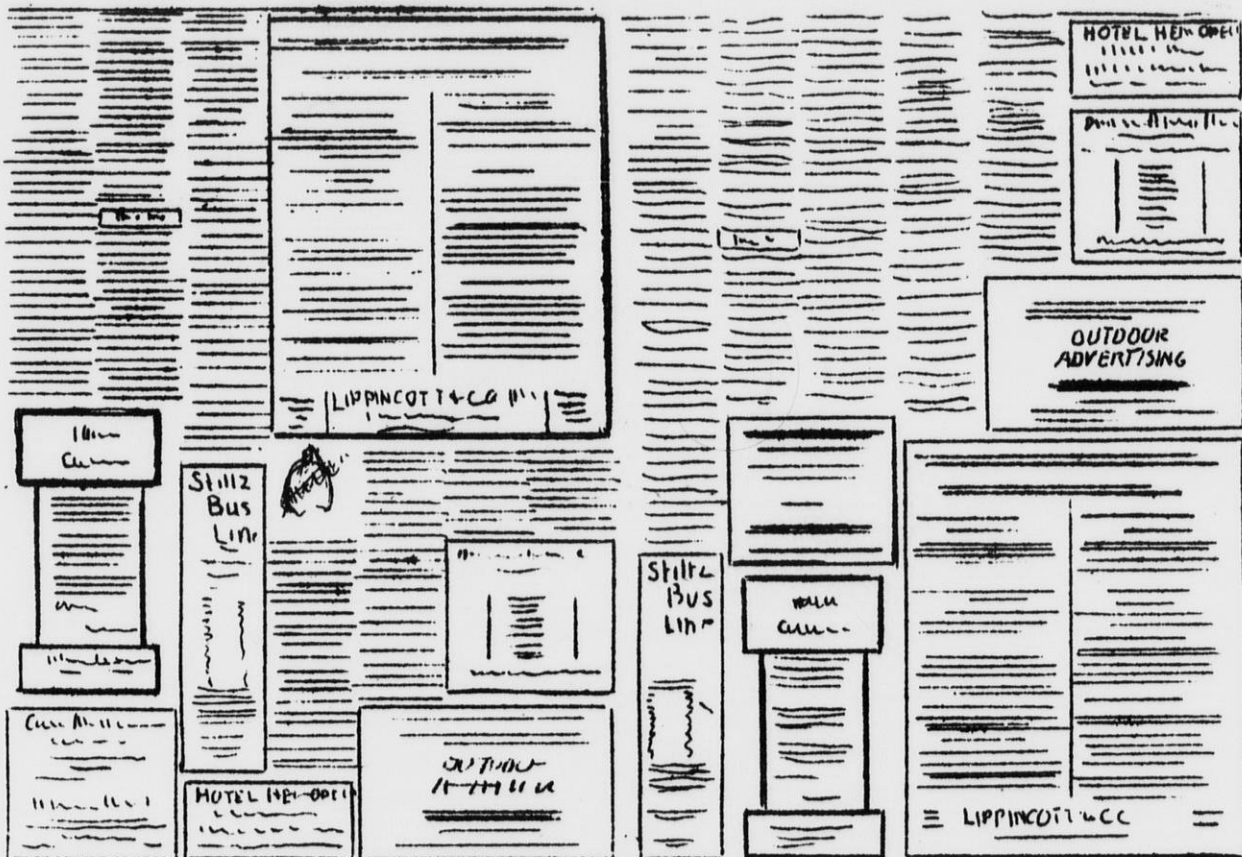
Any reader likes an orderly arrangement in his paper. With seemingly no reason whatsoever, he will prefer the pyramid makeup of advertisements, because he abhors a hodge-podge of reading material in the many different classes found in newspapers.

Not All Readers Alike

TO MAKE a closer analysis, you will find that newspaper readers are divided into three classes: the ones who have a definite want in mind, those who have no definite want in mind but are curious to know what is offered, and those who unconsciously read advertisements because of being attracted from the reading matter. In the first two classes, the pyramid makeup would obviously be the best on account of its orderly arrangement; in the last case, which involves probably fifty per cent of the readers, the pyramid makeup would be best, because, in order to have these readers look over an advertising page, you must give them first a well organized bit of reading matter to

attract their attention. If the page has advertisements hemming in and probably shutting off reading matter, the reader's eyes are immediately going to flash to his mind that there is nothing worth looking at; and he will turn to the next.

From the standpoint of the interested buyer, the first two classes



Pyramiding Makes the Reading Easy. The page at the Left Was Arranged Helter-Skelter. On the Right is the Same Page after the Advertisements were set up in Pyramid Form.

of readers are out looking for something. They represent almost immediate buyers with either a definite want in mind or funds with which to buy something they know not what until they are approached with something to satisfy a latent need. The third class, representing the uninterested, obviously are not immediate buyers, for their intent to read the newspaper is not for the advertisements. What they want is news, well presented in a neat and newsy manner. They will not read an advertisement unless, after being attracted to a page, their attention is drawn over by the frequent flashes of type display which creep into their vision as they look through the news.

Helps Circulation, Too

THUS, there is no question that pyramiding advertisements is a circulation builder, is a convenience to the readers who have definite wants in mind and also to those who are curious to know what is offered; and that pyramiding advertisements in order to make a more attractive reading page draws the pros-

pective customer to see advertisements that he would not see if he passed the page by as having "no news."

The next thing to do after you have convinced yourself, after you have put yourself in the reader's place, is to put your advertisers wise. Heretofore, all you have done is to take the advertiser's first reflection on pyramiding. He didn't exert himself to look further, and neither did you. Ask any country editor who banks his advertisements, and dollars to doughnuts he'll know his arguments.

WHAT advertiser is there who doesn't want large circulation? If you talk to him, or send him a circular letter about this proposition, you'll convince him, merely because he has not before "seen the light."

"Well, that's all right, but what about the national advertisers who demand position? We can't afford to get on the bad side of the agencies"; will probably be your next contention. Editors have used this for an excuse, but where do they get it? If you will run over your contracts, you will find scarcely one out of fifty that specifies an exact position, and if an exact position is specified you are offered extra money.

Out of the following, quoted from advertising contracts, judge for yourself the attitude of the national advertiser: "Please insert on good news page, preferably page 3 or 5." "Good live news page near front of page requested." "Best possible position." "Requested following and next to reading on good news page." "Wholly alongside unpaid reading matter on one side, top of all advertising in column in which this advertisement appears, pages 2 or 3. This position is urgently requested and for it a premium of twenty-five per cent over your run of paper rate will be paid".

It is perfectly evident that national advertisers are educated. They see that the newspaper's point of view in banking advertisements is not only to its own good but to that of the advertiser as well. The fact that they all want to be on good news pages shows that they expect to be on a page that will be read, not on the hodge-podge caused by not pyramiding advertisements.

The last clause we have quoted does demand position, you say. How about that? This advertiser had a single column, five-inch advertisement and was willing to pay twenty-five per cent more money to have it put at the top of the pyramid in the upper right; but you must note that the last sentence of the clause in the contract says "this position is urgently requested." Of course, that means this advertiser didn't expect that he would always be given the opportunity to have his preferred position and pay a higher rate.

But it Does Take Time

ONE MORE consideration, this one taken from the point of view of the newspaper editor and advertising manager, may be made regarding pyramiding. Dwight Curfman, manager of the Westerville (Ohio) Public Opinion, was quoted not long ago as saying this: "In the very first issue we made up differently. The two-column by five-inch advertisements found themselves submerged beneath a volume of advertising which was made up in pyramid style. Immediately it dawned upon the merchants who were using such space that if their advertisements were to be better seen they must be larger; hold their own against larger space users.

Soon it was as easy to get a quarter-page advertisement as it had been to get a ten-inch one before". Judge for yourself whether Mr. Ourfman knew his business.

The last straw an editor will draw regarding this ever-present problem of newspaper makeup is "I haven't the time." It is true the editor will have to "work like the devil" getting out letters, talking up the points that he knows will sell his idea to the advertisers, but what of it? A better medium, resulting from pyramiding, will only be a stepping stone to more improvement, and in time rewards will come from the better service to all involved. Forget slow returns at the start. It will not be long before you will be another pioneer in newspaperdom, contributing to that inevitable future type of American community newspaper which will be a credit to this modern civilization of new and better creations.

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LEADER AND ADVOCATE
GO BEFORE THE JUDGES

Badger newspapers continue to improve.

Complimentary mention of two Wisconsin weeklies appears in the current issue of THE INLAND PRINTER. On the January 22 issue of THE WAUPUN LEADER the typographic critic of that widely read printers journal gives a rating of excellent, and adds this comment for good measure, "the best feature being the interesting and well ordered arrangement of the first page. Presswork is also mighty good." Then follows this volley for pyramid arrangement of advertising. "An immediate and great improvement would result in the appearance of the paper, however, if you would pyramid the advertisements - that is, group them in the lower right hand corner of the page."

Similarly the January 9 issue of THE DOOR COUNTY ADVOCATE is rated "mighty fine". The Sturgeon Bay editors are also commended upon "the pattern of the heads, considering the necessity of placing the two-column head in columns four and five." The only thing upon which they were criticised was that "there is quite generally too little space between the lines of the headings."

Upon turning to the editorial page the critic expresses his pleasure by saying "dandy" in true Rooseveltian style. The Advocate makers were also complimented "on the very satisfactory manner in which the advertisements are placed throughout the paper, being pyramided on most pages, while on others there are not so many advertisements as to make the pyramid absolutely required. Printing is excellent, and the advertisements are well arranged and displayed. One thing you can do at any time is use plain rules for borders; they are better than any decorative unit borders than you can possibly find."

So it will be noted that pyramiding of advertisements is advocated for both of these weeklies. This important subject is treated in the first story in this issue of BUILD WISCONSIN.

'TIS THE CHICK THAT 'LL LAY 'LL THE EGGS

Your Egg Record for Next Fall is Now Being Made

Baby chick time is here. Only chicks from strong healthy stock will make good layers. Sort out the weeklings.

THE
: FIRST
LAP
IN THE
CHICK'S
LIFE

- Do not feed the chicks until 48 hours after hatching. Then give them chick feed in the chaff or bedding.
- Feed often and in small amounts either a good commercial feed or the following home mixed feed: 80 parts of corn meal from yellow corn, 20 parts of wheat middlings, 5 parts of chick size poultry bone, 5 parts of chick size marble grit, and one part of common salt.
- Skimmilk or buttermilk should be fed freely.

These Big Little Points Spell Success for the Chick Raiser

Provide a warm place to sleep (Mother hen or good brooder)

Keep the chick house clean and ventilated.

Kill the lice by greasing the chick's head with vaseline and dusting the mother hen.

Make the chicks exercise. Sunlight is absolutely necessary.

Follow out every one of the above points.

(Bank's Name)

(Address)

**Build
Stronger
Business**

Build Wisconsin

**Blanket
the Home
Community**

Volume 3

April 20, 1925

Number 15

"First, Last and Always - Better Badger Weeklies"

HAVE YOU

Spoken for Your Paper and Town



*B*uild Wisconsin is compiling a brief history of every Wisconsin weekly newspaper. All but a few papers are represented in this narrative. Badger newspapers must let their light shine forth.



There's Space Reserved for Every Weekly.
Now's the Time to Fill it.

**This sheet is in the interests of the community newspaper.
Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.**

Build Wisconsin

THE NEWSPAPER I LIKE

By Marion L. Burton,
Late President of the
University of Michigan



LIKE a newspaper which recognizes that, even beyond accuracy, the truth requires the proper emphasis.

I like a paper that unobtrusively makes a reader's interests a little broader and his horizon wider; a paper that accepts its freedom in terms of responsibility for public welfare, for the elevation of the taste of the people and for their appreciation of the finer things of life.

I like a paper that in the practical methods of its daily routine knows how to be silent without ignoring any aspects of truth, that insists upon keeping the individual subordinate to the cause he represents, that stimulates the reader to cogent thought and that holds men and their consciences sternly to the ineradicable distinctions between good and evil. Such a newspaper is in the making in America. It will be the most potent single force in realizing the dreams of democracy.

Size Does not Insure Excellence

THE question of emphasis may be looked at from the standpoint of the size of the newspaper. As one thinks of the newspapers of other countries and of those in this country, he is rather impressed with the fact that there is a certain weight to American newspapers. Even the London Times is a relatively small sheet, and when you take up any of the other newspapers of England you will discover that they are very small publications, and that the emphasis on the news is extremely interesting. Forty-five years ago the Sun made its reputation on a four-page paper, and its money, too. I don't mean to say that papers should be much smaller; I say from the point of view of the consumer papers often seem sprawling and amorphous, and an occasion of despair, rather than something a man enjoys.

But take the question of the emphasis in the news as a whole. There are all kinds of news every day--political, sporting, criminal; and what is a man going to do with them all? I am glad I don't have to solve that problem. You may recall a little encounter between Mr. Dempsey and Mr. Gibbons two years ago in Shelby, Montana. At precisely the same time there occurred an extremely important meeting at San Francisco which represented the educational forces of America; and when I say that one-fourth of the population of the United States of America were involved in that conference at San Francisco, that the best leaders of education were there trying to work out the problems of education in the public schools and elsewhere in our country, I wonder if it is unfair to call attention to the emphasis the papers of America gave to the situation?

Wanted to Know Who Won

Let me say that I do not agree with the Christian Science Monitor, which did not print one line about the Dempsey-Gibbons fight; one wanted at least to know how it came out!

These are accurate figures.

Eight of the leading New York newspapers--what did they do? They printed seventy columns about the fight and four and one-third columns about education.

Seven Chicago papers printed sixty-four columns about the fight and one and three-quarters inches or about one-twelfth of one column about education.

The things that really count in life or the things that mean the most to the community should always receive a good amount of attention in any newspaper. Sometimes, we forget this and give too much weight to the trivial and the non-essential. The late President Marion L. Burton, tells how this is often overdone in the daily newspaper field.

If Dr. Burton had been speaking of weekly papers instead of dailies, he would, no doubt, cared most for the weekly that gave a good share of its columns to the big things of the community, the industries that furnished a livelihood to the most people. No doubt, he would have likened the big mainstays of the community to the educational meeting held in San Francisco at the time of the Shelby fiasco.

We believe that he would have regarded agriculture in its various aspects as being the thing that should receive lot of attention in the columns of the local weekly newspaper.

Four Washington papers printed nineteen and one-quarter columns about the fight and two-fifths of one column about education.

Four Philadelphia papers printed twenty-three and one-third columns about the fight and absolutely nothing about the educational convention.

Nine southern papers printed 140 columns about the fight and nothing about education. I don't mean to say they are wrong; I merely call attention to a fact. I wonder if this is the correct emphasis so far as the news of the day as a whole is concerned?

Want Sweep of Vision

THE newspaper I like to read has a certain breadth of view and sweep of vision. The test is this: Read your own paper every day for a month or six months or a year--and then turn abruptly to some paper that has a national reputation. Are your interests purely local or wide enough to take in the affairs of the world or at least our own nation? I wonder how you find your own paper? I wonder if it has breadth as well as all of that which appeals to local loyalties, as it should have?

The place where it comes to expression is the editorial column. I love to read editorials: they have all the prestige of mystery, an air of confidence, and so many of them speak with the finality of the omniscient!

And then, from the standpoint of breadth, what place is given to the cultural values of life? When we pick up our paper day by day do we find much attention paid to the things that really count in life in the long? Note whether the paper says much about art--by art I mean architecture, the drama, painting, sculpture, city planning, the better homes movement--all of the things that go to make our environment the kind of a place it ought to be; for a man's life is inevitably influenced by the beauty of the surroundings in which he works, in spite of the condition of some of our offices.

Education Deserves Much Space

WHAT place, if you please, is given to education? How much, day by day, is done to make the people understand the importance of education for citizenship and democracy; to make the citizens see how important research work is for all progress? Or again on the cultural side, what a magnificent part the papers have to play in giving the proper place to the whole field of religion.

Now about the relationship of the paper that one likes to read to the whole world situation? Nationalism is a fine thing, but nationalism has had a recrudescence that has been infinitely worse than anything we had before 1914. Feelings about it do not need to be stimulated very much, but the problem of civilization today is the relationship of nations. Every time we say anything unkind about a foreigner it is quoted back home and helps to foster the prejudice and misunderstanding that exists between nations today. It is our duty to recognize that just because nations are different from us does not mean that they are wrong. The paper I like is one that seems to widen the horizons and helps me to understand that the American is an American, and that America has some responsibilities for the world as a whole.

Rights Imply Responsibilities

THERE isn't anything so fine under free government as unlimited publicity; it is the life-blood of free government. We must have it. But here is a tremendously potent thing that is infinitely important and infinitely precious, and carries with it its corresponding responsibilities. Nothing for one instant must be permitted which would interfere with the freedom of the press, but here again, as everywhere, we must understand that there are responsibilities that are measured only by the rich gift of freedom.

The paper I like to read seems to give day by day some evidence that it not only prides itself on its freedom, but accepts its responsibilities for the good taste of the community. I do not think that I am just a mere Puritan but being profoundly interested in the moral standards of thousands of growing young men and women, I regret that so often the newspapers of America must resort to the sex appeal in order to think they are saying something funny.

Editors Are Leaders

NEWSPAPERS are responsible for the good taste of the community also, in all of the things that relate to beauty and nicety of feeling and delicacy of discrimination and kindness of approach to the problems of thought. Now think

of the comic supplements. I don't mean to say that you can get rid of the comic supplement; it can't be done. At least I have not been able to do it in my home, and I confess to you that I thoroughly enjoy "Mr. and Mrs." by Briggs; it is so much like home at times that it is almost heart-breaking. These things that deal with the fundamental emotions and interests are the things that after all, in the long run do appeal to people.

Newspapers are responsible, if you please, for the use that the American people make of the English language. That is a staggering responsibility. In the play, "So This Is London," it apparently was the idea that the only way to depict an American family by way of comparison with the British family was to make the boy of the family say "gee" and "kiddo" and to assume that all the members of the family, including editors of papers, are splendidly skilled gum-chewers. We are now reaching that stage where we have a right to insist that the world shall recognize that we have moved up on a higher plane, where these things are not actually a part of the thing that America idealizes.

Could Drop Some of Slang

I DO not think we need to stoop to the low-brow journalism which uses all the slang of the day. I think we ought to get rid of some of the American expletives; it will have a bearing upon the nation as a whole in the interpretation that other nations have of us. Newspapers are accepting the responsibility very splendidly, particularly in their editorial columns.

It seems to me, however, that editors should not say that "We must give the people what they want." I would challenge that unqualifiedly. Otherwise we are caught in a vicious circle. The most powerful agency in American life today has a duty to lead and to accept responsibility for the things which will make America what she ought to be. I don't mean to say all should publish Christian Science Monitors, but I do mean that the servile, supine, weak, sentimental acquiescence in the idea that newspapers must furnish the people only what they want is challenged by the fact that we don't know what people want. It can be found every time that the American people will respond to something that is at least a bit higher than what they have been accustomed to. People in their best moments want something better than they are.

Silence May be Convincing

THE newspaper that I like has the right emphasis; it has a certain breadth; it gives evidence constantly that it is accepting its responsibilities. But I want to get to this: What are its methods? Well, the paper I like, first of all, is the one that has the dignity every now and then quietly and silently to ignore certain things. I don't mean that it should suppress the truth in any of its aspects, but I do mean that it should recognize that certain things can best be disposed of by not paying the slightest attention to them. There is running in my mind the phrase or sentence of some artist who said: "If you cannot praise a picture, curse it; silence is the one thing I cannot stand." That is the method for some people.

And, finally, I like a newspaper which holds its readers to the recognition that there is in the universe a line and that on the one side of it things are wrong, and on the other side things are right; that the American people will insist upon the recognition of moral issues; and that selfish, aggressive special interests that dominate the people shall be attacked, just as the official who stands for honesty shall be supported. Theodore Roosevelt was the one who really made this true in American political life.

Build Wisconsin

Volume 3

Number 16

April 27, 1925

"The Little Partner of the Badger Country Weekly"

BADGER EDITOR DEFENDS POLICY IN EDITORIAL



FRIENDLY device is the community editorial. In simple language the editor may speak his story through the editorial column. Not all the readers will accept his policies but many will be influenced by them, and a great number will read them - if for no other reason than to get the editor's opinions.

Of the essentials in editorial writing, whether it be for the daily or the weekly newspaper, two of the most important are simplicity and naturalness. These are words easy to understand, and in this work they mean just what they do in daily life. They are big inclusive terms - style comes under them.

While the editor is writing in a natural way, just as he talks, he lets his personality penetrate the message and consequently we find warmth, good cheer, sincerity and optimism, all embodied in the work of the successful editorial writer.

Subject matter, while ever important, is subordinate to simplicity and naturalness. Because some editors have good subjects and prepare weak editorials while others take simple and commonplace subjects and yet turn out strong editorial copy, it is proof enough that method of treatment may mean more than the subject under consideration.

An example how Editor H. H. Heidmann, of THE ALGOMA RECORD-HERALD, took a commonplace subject and yet made a forceful editorial is shown in the following reproduced paragraphs. In this short editorial he has clearly defended the policy of this Kewaunee county weekly and has also put across in a friendly manner some points that may be news of his readers.

"Farm news is a great bore to some Algomans. Ever and anon someone makes inquiries as to the reason for 'cow' stories. They talk of the city, nothing is so important as the city. We always feel a mild gurgle of laughter rising in our throats when an Algoman makes remarks that indicate

Editor

Should

Write

As He

Speaks

"Algoma

Is a

Cow

Town",

Says

Editor

Heidmann

But

He's

Proud

of It.

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that he thinks Algoma is a city separate and remote from cows. Dear natives, this is a cow town essentially. And, there is nothing disgraceful about cows of knowing something about cows.

"We believe an Algoma business man should have a fairly well-rounded knowledge of agriculture if he is to give adequate service to his farm customers. If we lived in a mining town, we should all know something of mines and mine jargon. We chance to be more fortunately located--we live in a cow town. Cow news is more fascinating than mining news. Besides, about two-thirds of our subscribers happen to be cow men in the cow business. Algoma is a cow town, and we, for one, are proud of it."

PLACES FARM NEWS ON PAPER'S FEATURE PAGE



FEATURE page of note is page 2 of THE ELLSWORTH RECORD. Extending across the top of this page and set in a neat double line box is the head, "The Record's Feature Page". Every week Editor O. A. Halls assembles the greater part of his agricultural news on this page, much of it is local news; one column is prepared by the county agent. Another column on this page is occupied by Arthur Brisbane's weekly news, and local town gossip, prepared by Rusty, occupies from one to two columns. Some syndicated material is occasionally used to fill in the rest of this page when there is not sufficient local news.

NEW EDITOR LEASES STRATFORD JOURNAL



THE STRATFORD JOURNAL, owned by the Home Publishing Company, has just been leased to W. E. Stoothoff for one year. Last week's issue was the first to be published by the new editor. In this lead-off number Mr. Stoothoff struck a high gait; he filled his front page entirely with local news and he had a prodigious amount of correspondence. Two columns on the first page were given over to the pea canning industry of the community, this being one of the mainstays of Stratford and on this same page Stoothoff set the reports of two cow testing associations. BUILD WISCONSIN extends to the new editor the best wishes of the Badger press fraternity.

"All is well with the people of any nation only as the life on its farms is clearly the preferred life of its representative men and women".

MANY INTERESTING FACTS
BROUGHT OUT IN SURVEY



HAT Amery claims to have "the world's largest cooperative creamery", that Argyle takes pride in calling itself "The Switzerland of America", that Burlington aims to diversify its manufacturing industries like farmers diversify their crops, that Eagle River caters to 25,000 tourists annually, that the paper industry is the mainstay of Ladysmith, that dairying leads at Thorp, that "Wausau has a greater diversity in industry than any other city in Wisconsin outside of Milwaukee", that Wonewoc depends on farming - these are a few of the facts picked at random from the survey that BUILD WISCONSIN is making of Badger communities that have the honor of having a weekly newspaper.

Just as interesting are the highlights in the histories of the 350 odd weeklies in the state.

Nearly every Badger editor has cooperated with BUILD WISCONSIN in securing this information. Every effort will be made to make it serviceable for all the weekly editors in the state.

BADGER WEEKLIES ON
DISPLAY AT U. W. EXPO



OVER 15,000 people saw the display of prize winning Wisconsin weekly newspapers of the better newspaper contest at the University of Wisconsin Exposition, just held in the university gymnasium.

Coming every four years this large exposition gives a panoramic view of the work being done by all the departments at the university. It is handled entirely by students in the various courses.

As part of the exhibit of the Department of Agricultural Journalism, three winning papers in each of three classes and in the groups of the Front Page Make-Up class were displayed in a manner similar to their arrangement at the winter contest. Considerable attention was given to these weeklies by Madison people, visitors and students of journalism.

EDITORS CAN BORROW
CUTS FROM AG COLLEGE



ES, we loan cuts.

The editorial office of the College of Agriculture and Agricultural Experiment Station, Madison, has on hand a considerable selection of half-tones and zinc etchings of agricultural subjects. Glance through the agricultural bulletins and the farm page which we have sent you from time to time and you will have an idea of the assortment which we have to offer. Editors of Wisconsin are welcome to make use of this material at any time.

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

Number 17

May 4, 1925

"The Little Partner of the Badger Country Weekly"

SIGNAL'S EDITOR EMPLOYS
23 COUNTRY CORRESPONDENTS

By Frank Edgecombe of the GENEVA SIGNAL, Geneva, Nebraska.

MY NEWSPAPER is published in a county seat. This county is twenty-four miles square and has 13,681 people in it, counting the babies.

We maintain a paid-in-advance circulation of 2600 copies, the year around. It averages a little higher in the winter and a little less in the summer. We have a simple, effective, weekly system for checking circulation. If a subscriber's time expires Thursday, he get his newspaper and if it expires the day before he does not - at least, until the day he renews. We carry no dead weight.

Covers County Completely

We cover our county completely. Adopting an advertising slogan, "There are reasons", we assumed that one of the reasons is the very complete correspondence system that enables us to cover all sections of our county so that we make what we claim and claim what we make, a county newspaper and the only one that makes any attempt to cover the county, being the only one in the county seat.

We have twenty-three agents. Of course, when you think of these figures, you must apply them to an agricultural community and not large agricultural institutions, as you would realize from the population.

We pay these agents for the news service in cash from two cents an inch to \$8.00 a month, varying the payments in accordance with the service performed and paying bonuses to those who are on the inch basis, if they deserve it. We have a very complete news service.

Has 23 Correspondents

About 25 to 30 per cent of our reading matter - varying, of course, according to circumstances - is correspondence sent in by our twenty-three agents. We compensate the agents further and some of them quite largely by commissions on subscriptions and advertising and job printing. Some of them send in considerable and nearly all send subscriptions.

This sheet is in the interests of the community newspaper.
Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

We, of course, test out these problems in as nearly a scientific way as we know how. We have found that the better service we give in our local correspondence in any community, the more subscribers we gain and maintain and keep on our list in such a locality.

Charges \$2.00 per Year

These are the main features of our plan. Of course, publishers who have attempted to maintain an absolutely spot-cash advance payment of subscription without any first of the month business or anything of that kind, will agree they want the paper or they wouldn't pay the money, the \$2.00 a year. However, too few editors are following this business practice.

In order not to go beyond unreasonable space, we set each contribution solid except the county correspondence, which is general county correspondence. All of the towns in the county are well represented, and we set this material seven point.

We don't use any heads larger than ten point, single line ten point. That is the largest head that gets into our paper, although we use hundreds of heads when they are needed and they all tell something. They are full of action and help put the story across.

Back of a successful correspondence system must be careful editing. Elaboration is essential as is the ability to sense the news value and put it in the lead. This, of course, applies to all types of news material.

The editor must remember that country correspondence is also a town service. In fact, all of his readers want it.

LEAVES REEDSBURG TIMES
NOW EDITING WAUSAU PILOT

ANYHOW, Wisconsin didn't lose him.

Bert Walters, late editor of THE REEDSBURG TIMES and formerly head of THE MOSINEE TIMES, has gone to Wausau where he is now editing THE WAUSAU PILOT. One of Wisconsin's most progressive editors is Mr. Walters. Both of the Badger weeklies with which he was formerly associated have been strong enterprising journals and they have built up a strong clientele in their communities.

In behalf of the Badger publishers, BUILD WISCONSIN wishes Mr. Walters great success in this Marathon county town.

CHANGE IN EDITORSHIP ON
OCONTO COUNTY REPORTER

NO TIME was lost when Doyle L. Buckles assumed the editorship of THE OCONTO COUNTY REPORTER, replacing W. T. Comstock, who goes to Chicago to edit THE NATIONAL REAL ESTATE JOURNAL. Buckles comes to Oconto well drilled in country journalism, having served on several middle western newspapers. A graduate of the University of Kansas with an enviable war record, he also is known because of his activities in building better communities.

Editor Comstock who takes charge of the national publication of the Real Estate Association has done remarkable work in publishing THE REPORTER. BUILD WISCONSIN wishes him continued success in his new enterprise.

To Mr. Buckles, BUILD WISCONSIN hopes that his stay in the Badger state will be long and prosperous.

_____ 0 _____ 0 _____

HAMLEY CHANGES NEWS
TO TRI-WEEKLY PAPER

THREE times a week THE WAUPUN NEWS now greets Waupun folks. Gordon Hamley, publisher, has changed THE NEWS from a weekly publication to a tri-weekly publishing it on Monday, Wednesday and Friday. He is using the United Press Service lease and has secured Harry Spalding, formerly of THE FOND DU LAC REPORTER, to serve as editor.

The old subscription of \$2.00 a ^{year} will not be changed. THE NEWS is now 26 years old.

_____ 0 _____ 0 _____

BADGER WEEKLY NEWSPAPER
LOOKING FOR A NEW OWNER

BUILD WISCONSIN has "inside" and confidential information that one of the live Badger weeklies will be offered for sale sometime soon.

It is located in a good center of a prosperous section, is alone in its field, and has great possibilities for development. Just for good measure we will add that two or more lines of state trunk highways meet in this town. If you are interested, tell us - if not, tell others.

_____ 0 _____ 0 _____

BOYCEVILLE WEEKLY
ADDS NEW LINOTYPE

ABABY size issue of THE BOYCEVILLE PRESS was published by Editor H.K. Halvorson two weeks ago. The dead line for that week rolled around when THE PRESS force was engaged in installing a new linotype machine. In that issue, Halvorson said, "Our 'p's' and 'q's' are scattered in profusion all over the office and it was a hard effort to get enough type corralled to edit this limited amount of news."

Build
Stronger
Business

Build Wisconsin

Blanket
the Home
Community

Volume 3

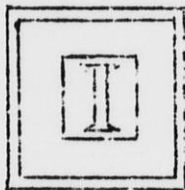
Number 18

May 11, 1925

"The Little Partner of the Badger Country Weekly"

PROPER HEADLINES NEEDED IN WEEKLY NEWSPAPERS

By Harry Fisher, PUBLISHERS' AUXILIARY, Chicago



IN WRITING my series on headlines last year I was urged on by the appearance of many of the exchange papers that come to my desk. Many of them think an 8-point cap head sufficient for the burning of Rome. Others, with the urge to present their news in more convincing form, slump to the other extreme and use blaring heads that offend the calmer reader.

Country weeklies are read through carefully, no matter whether their news is presented properly or not; therefore, many editors feel "What's the use?" when it comes to dressing up the news. I challenge any editor to assert that he is publishing a typographically fine paper without a decent headline in it and at the same time is typing up his ads so that they carry the desired maximum of appeal.

The man who cannot build and type a good headline is not going to be any too good an ad-setter. The two jobs belong to the same man.

Be Liberal with Verbs

SETTING both ads and heads requires some facility at handling the King's English - or Americanese, if you prefer. If one is dry of verbs in writing heads, is he not going to be equally destitute of the power of clothing an ad in convincing language? If he cannot fit the two or three lines of a head so they justify, now in the name of Caxton is he going to balance up the lines in an ad so its main features stick out and draw enough attention to make sales?

Writing heads is the best kind of practice for composing ads, and the two, properly set, will make a country weekly look like the skillful production of a master of his trade, instead of the slipshod output of a man in a hurry.

Planning ahead during the week will enable any weekly to put out a sane paper. Its various columns will appeal with the varying power that its news should exert. Its editorials will buttonhole you and reason in calm tones about local movements. It will boast in two-column heads that the railroad is coming to town, and it will tell, with a dignified one-column head, how the town's leading citizen has passed to his reward.

This sheet is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

about local movements. It will boast in two-column heads that the railroad is coming to town, and it will tell, with a dignified one-column head, how the town's leading citizen has passed to his reward.

Boxes Add Attractiveness

IN BETWEEN it will carry one-column boxes telling how the paper itself has put across a lot of new subscribers; of how well its ads are drawing; and how many people were attracted to the town's last big Dollar Day sale. Boxes are great things and cost but little extra effort to set.

Many county editors feel that their home folks have grown used to insignificant headlines; that they look on larger heads as though their editors were getting a little too metropolitan for their tastes. When country people cease the erection of monuments in their cemeteries we will agree that large heads are in bad taste in a conservative weekly.

Easterners More Conservative

QUITE a few of the conservative weeklies in central New York state have abandoned the habit of half-a-century of small 8-point headings and gone to good one-column heads. Those who know the type of readers who take such papers will realize that the editors who made that change were men of considerable firmness.

The reading public west of the Great Lakes are much easier to trifle with. They are still so close to the early pioneers that they stand for changes much more willingly than those of the original thirteen states.

And editor who asks me if I think he ought to brave public sentiment by changing to larger heads will get but one reply. That reply is to go ahead and make the change. There is one note of warning. Don't emulate the make-up of city afternoon papers. I have made up too many front pages of city afternoons not to understand that they are not the carefully thought-out product of the human mind but the rabid hunt for sensations to be spread before the purchaser from news stands.

Squeeze Them to Fit

IS IT easy to write heads? That depends on the man. But any man can construct a decent, respectable head after a few days' monkeying with the types.

When I got my first desk job, which entailed writing heads, all I asked of my superior was the number of letters that went into the different styles of heads. "Shucks" said he (only he didn't say shucks), "I don't know. Just write 'em by instinct and squeeze them down to the proper size". That is all the instruction I ever got and that is all anybody really needs to know.

Take this present convention. Would you build a head that says in beautiful swinging English

NATIONAL EDITORIAL ASSOCIATION
HOLD ENTHUSIASTIC ASSEMBLAGE

instead of

N. E. A. MEETS HERE;
HITS ON ALL SIX

The ponderous, dignified, sonorous editorial style has gone out. It went with the hoopskirt and crinoline. These are days of bobbed hair and short skirts. Let's put our message in the abbreviated style the women have adopted.

Build Headlines on Facts

WOMEN, in the mass, have rarely been wrong. When they demand short, snappy styles they indicate life has become snappy. They startle us sometimes with their beach brevities. Let's get into the game and startle them into subscribing for our papers by giving them snappy heads, better made-up papers, better-set advertisements and better papers.

To write heads demands that there must be facts in the story in tops and we hereby assert that many a country paper is going to bat, week after week, with mighty few facts, or at least facts that are just the coarse nuggets of the district, unrefined by the application of intensive thought.

In watching consolidations the past two years I have detected the fact that few of the papers which lost their identity were papers that carried good heads. It seems to me as though properly dressed papers built themselves protection; that rival papers feared to battle with them. They looked too well established to be given a fight.

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EDITORSHIP of THE JEFFERSON BANNER will be changed in the near future. But only for one week. At the time the new high school building of Badger Homemakers this Badger community is dedicated, members of the Will Edit Weekly Women's Club of Jefferson will edit the weekly. Everything from preparing copy to soliciting advertising and subscriptions will be in the hands of ladies. An extra large issue full of special features gathered from the home field, is the goal set by the club. The edition will be printed on book paper and will contain a large number of illustrations of community scenes. Copies will be sold at 10 cents each.

Not long ago, THE LAKE GENEVA NEWS-TRIBUNE was edited by the Women's Club of that Walworth county town. Editor Arthur Todd was well pleased with the work of the ladies' organization.

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GEORGE COOK, editor of THE MILLTOWN NEWSMAN, has only partly revealed the circulation of his weekly, when he said in last week's editorial Two Weeklies Combined column: "The combined circulation of the SATURDAY Issue 2,000,000 Copies EVENING NEWS and THE MILLTOWN NEWSMAN is over 2,000,000 copies per week. The former covers the nation and the latter the home community. Now it is time to advertise."

THAT cow testing association work in Kewaunee county can be developed far beyond its present condition was emphasized in the last issue of More Dairy Associations Needed in Kewaunee County THE LUXEMBURG NEWS. Since milk products are the biggest source of income to the county farmers, THE NEWS feels that three or four more associations should be organized in the section, where one is now functioning. To make an impression on Kewaunee county folks' minds, Editor Earl A. Balza used one and one-third columns of his front page for this story, and he set it off with a double column head.

Then to give balance to the front page the Luxemburg editor took all of the right hand column to tell of the coming meeting of the Town and County Club. A double column head was also used to set off this timely piece of rural news.

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WHEN sending in his subscription to THE CHILTON TIMES, a Seattle, Washington, subscriber wrote Editor W. A. Hume that the further he got from Former Wisconsin Man Lauds Badger Farming the Badger state the better he liked his old commonwealth. And in farming, he has noticed, that Wisconsin does not suffer by comparison with the states of the Pacific coast. The western letter advises Calumet county folks to stick close to Wisconsin if they continue to farm for, he says, "conditions are so different in Washington that one would have to learn to farm all over again".

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WITH the addition of THE SPENCER RECORD to his string of weekly newspapers, E. C. Clark Adds Another Paper To Quartette of Weeklies now owns five Badger weeklies. The other four papers are located at Milan, Curtiss, Withee, and Abbotsford.

In turning over THE RECORD to its new owner, Editor James W. LeBell said he has found many ups and downs in newspaper work but he has had the pleasure of working with real enthusiastic people in Spencer.

THE RECORD is in its thirteenth year. LeBell will serve as editor for Mr. Clark

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"The farmer's situation in the market as seller or buyer is disheartening and undoing but there are deeper sources of his troubles and weaknesses that can be cured only as he and his family get full fellowship in creative endeavor, furnished through the development of rural community relations and institutions that will give the richest twentieth century tone to their lives."

**Build
Stronger
Business**

Build Wisconsin

**Blanket
the Home
Community**

Volume 3

Number 19

May 18, 1925

"The Little Partner of the Badger Country Weekly"

FARM PROGRAM OF MISSOURI WEEKLY ATTRACTS ATTENTION



SO WELL is its farm news planned and handled that The Boonville Advertiser, Cooper county, Missouri, has stepped into the limelight as an outstanding weekly newspaper. Recently it won editorial comment in a national farm magazine for its adoption and support of a county program.

DeWitt C. Wing, editor of Breeder's Gazette and a widely known authority on what is right in farm news, says of this "Country cousin":

"The Boonville Advertiser, published at Boonville, Missouri, is one of the best weeklies in the United States, not only because it is full of well-written local news of interest to its urban and farm readers, but because it is energetically advocating in its county (Cooper) a constructive agricultural program. Its farm-reared and well-trained editor Edgar C. Nelson, in the current issue, phrases his 'county program' as follows: 'Better breeds and better seeds; more and better dairy cows; more boys' and girls' school clubs; increased clover and alfalfa acreage; more socials in the country, with town people assisting.'" All of which is all right, as a beginning. It proves that a country newspaper editor, with energy, enthusiasm and a vision worthy of a first-class community, may, if he will, devote himself to a cause of high social value.

"Mr. Nelson grew up in the county wherein he is doing his congenial, useful work, and expressing himself. The 'call' for the best that was in him did not come from a distant field: it was voiced by his own community, in which he is an inspiring, directive force. His newspaper, in its 80th year, is 'younger' than it has ever been before, and is deservedly prosperous, despite the fact that it has formidable competitors for patronage."

The editor of Build Wisconsin was interested in seeing the paper and wrote for a couple copies. We wish that we might produce some of the agricultural features in the issues which Editor Nelson sent us, but confine our approval chiefly to description.

This sheet is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

Ears Say Something

The county program which Editor Wing mentions, appears in small type as an "ear" on the upper left of the first page. Besides that, on this first page there are two columns of news on the closing of the rural schools of the county, a picture and story of the champion spellers, and a note to the teachers thanking them for their support.

Page three has a boys and girls club story with a picture of the "Men and Women of Tomorrow".

: Goes into Rural Homes

Page 6 has $1\frac{1}{2}$ columns of news "Among the Farmers", of which these two are typical:--

"John W. Schlotzhauer & Sons, Billingsville, sold to Schuster & Brownfield, last week, forty head of 1190-lb. cattle, for which they received \$9.50 per cwt. These cattle were purchased of Dr. W. H. Elliott, of Bunceton, last November at \$5.50 per cwt., and at the time weighed 900 lbs. The lot was fed on silage, clover hay, and meal."

"A. G. Wolfe, manager of the Pleasant Green Farmers' Shipping Association, shipped a carload of hogs to St. Louis market Monday. Those contributing to the load were: F. C. Read, eight head averaging 264 lbs; J. W. Walker, ten, 261; John Stephens, one, 360; J. W. Mayfield, eighteen, 202; Virgil Quint, five, 183; Will Quint, five, 179; John Freiss, twenty-six, 274; F. A. Schupp, one, 355; John Kemp, one, 400."

Strong Ad Department

At the top of the want ad column is this announcement:--

"WANT ADS PAY - and cost little. Ten cents per line for first week and five cents per line for each week thereafter. Count six words to the line."

In the other issue there was a column of

LIVE STOCK ITEMS GENERAL FARM NEWS

on the front page. Items about a school teacher who took her grain judging

team to a junior farmers week; poultry thieves; radios in Cooper county; a new farmer and livestock notes are the high spots of this column and nearly a full column on the back page.

Active Editorial Policy

The editorial page carries an editorial on Secretary W. M. Jardine's statement that the farm problem touches the interest of the city even more than the rural districts. The farmer can always produce enough to maintain himself and his family. It is the city man who will have to worry about the food supply.

BUILD WISCONSIN feels that much credit is due Editor Nelson and that he is deserving of the mention given his publication.

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Clark County Newspaper Installs New Typesetter

BY purchasing a new typesetting machine William Wagner & Son, publishers of THE THORP COURIER, have greatly increased the efficiency of their plant. In order to handle the new machine in the most modern manner, William S. Wagner, the son, has been taking a course in operating this type of a machine at a Chicago school.

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"The magic trinity that spells home for humanity is country, community and opportunity. The youth of a people are their main resource. And as the rural environment best conserves and develops the human element, our nation can attain fulfillment only as the lot of the farmer is made to shine in the eyes of the aspiring youth alert for largest opportunity. The present exodus of youth from the farm has a grave portent not mainly because it threatens a scant food supply and the want of an ample volume of raw material for the channels of commerce and for the transforming capacities of our factories but it means a dwindling of our national promise."

Build
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Volume 3

May 25, 1925

Number 20

"The Little Partner of the Badger Country Weekly"

Badger History to be
Run in Serial Form



BUILD WISCONSIN is trying its first serial story.

It commences in this number.

And it is limited to Wisconsin editors.

The cost - It's free.

To acquaint Badger folks with their fine state, from a geological, historical and industrial standpoint, BUILD WISCONSIN has obtained the rights to publish a history of the state that was prepared by two of Wisconsin's sons, W. O. Hotchkiss and F. A. Cannon. Though prepared originally for a national publication, this work has never been in print.

Written in a most interesting style, the entire history is fascinating. Its simplicity and beauty of expression will be welcomed by the readers of Wisconsin's weekly newspapers.

How the glaciers crept over the state and formed the lakes and the mounds will appeal to the high school boy or girl who is wrestling with geology or geography. Owned originally by the Indians and then the French and the English and finally a part of the United States, the historical development of the state will attract the history student. The industrial position of Wisconsin and the part she played in the late war will be matters of pride to every true Badger.

Splendid as Wisconsin is, Badger people must first learn of its greatness before they are prepared to tell visitors about it. While the editor is giving a history of his state to its people, he is also helping to advance the cause of a greater Wisconsin. Divided into 12 installments, this history will appear weekly in BUILD WISCONSIN.



This sheet is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

Add Wisconsin's Varied Scenery
And Rich Historic Traditions to
State's Long Natural Resource List

Both French and English Sought
to Gain and Hold Possession
of this Territory

Editor's Note - Did you know that only fourteen years after the Puritans landed at Plymouth Rock Nicolet set foot on Wisconsin soil? This interesting fact is retold in this, the lead-off number of a series of 12 articles on the history and resources of Wisconsin. Written by two of the state's loyal sons, W. O. Hotchkiss and F. A. Cannon, this fascinating story should make every true Badger love his home and take greater pride in his or her state. This series fits splendidly into Badger editors plan to help their readers and advertisers "Know Wisconsin Better".



WISCONSIN is a state of marked characteristics and individuality. Its geographical location is a rich asset. Guarded on the north and the east by two of the Great Lakes, it has an open gateway of water transportation to the east. Its western boundary is fringed by the Mississippi River - an artery through the heart of the country.

For practically 200 years Wisconsin was a province of New France. Its early history, the story of the French explorers, has all the lure of romance; its surface is varied, combining beauty of landscape and rich agricultural productiveness. Finally, its population is a virile stock made up of the best racial elements which emigrated from the east in the earlier days and later from the finest stock of Europe.

Beauty is Rock Deep

THE TWO outstanding impressions made on a visitor to the state are the unusual combination of beauty and utility. There are states in which a much greater part of the surface is tillable. But they lack variety and beauty of landscape and their topography is flat and monotonous. Other states have rugged mountain ranges, but possess little utility to give balance to their scenic impressiveness.

The scenery of Wisconsin is strikingly varied. Here you come on a massive hill, with farmhouses skirting its base as if seeking shelter from the winds and the storms. The next glimpse is a group of farm buildings picturesquely guarded by an upstanding crag of cream-colored sandstones carved into fantastic forms by the wind of the ages. Another group is framed in a forest on a glacial knoll.

Lakes abound, over two thousand of them, skirted by fertile farms. The villages and small cities are prosperous and well-kept with comfortable homes and broad lawns. There is evidence on every hand of a uniform degree of prosperity. To one who loves his fellow men this fairly equal distribution of the world's goods adds zest to the appreciation of the surroundings.

White Man Comes 1634

NOR DOES Wisconsin lack in historic association, which is needed to enrich the story of any state or country. The foot prints of history lie along her waterways which were the routes of the French explorers and missionaries, the voyageurs, and couriers du bois. Given a few maps and a couple of volumes of Parkman, and a journey down the Fox and Wisconsin Rivers is an education in two centuries of empire building with all their dramatic episodes, their personal tragedies and the romance of discovery.

In 1634 (let it be marked that this was only fourteen years after the Puritans landed at Plymouth Rock) Nicolet, the French explorer, reached Red Banks on the shores of Green Bay, northeast of the present city of that name. So far as historical records go he was the first white man to set his foot on Wisconsin soil. He believed he had reached the far east and was about to greet the Chinese. With due ceremonial, wearing "A grand robe of China Damask all strewn with flowers and birds of many colors" he met what proved to be the Winnebago Indians.

Nicolet was the precursor of a long line of French explorers and missionaries whose names have enriched the history of Wisconsin - Radisson & Grossilier, Marquette and Joliet, Allouez, Hennepin, Duluth, Saint Luson and Le Sueur. In 1673 Marquette and Joliet, entering the state at Green Bay and following down the Fox and Wisconsin rivers made the historic trip that resulted in the discovery of the Mississippi.

Keystone of Middle West

FOR 127 years Wisconsin, as a part of New France, was under the jurisdiction of the King of France, and the Fox and Wisconsin rivers formed the Strategic route which held the French possessions together. At Portage the short distance of a mile and a half separated the Wisconsin River, which flows into the Mississippi, from the Fox river, which flows into the Great Lakes and eventually into the St. Lawrence. This route through the heart of Wisconsin was the keystone of the arch of French occupation, and was an influential factor in shaping not only the history of Wisconsin but the history of the entire continent.

Although French suzerainty lasted only 127 years, for almost 200 years Wisconsin was distinctly a French colony. Cordons of forts were erected along the waterways by the military commandants, and Jesuit missionaries built bark chapels at every settlement. It was a day of romance and adventure. To these forts came the wandering traders, the rollicking voyageurs, dressed in buckskin and bedecked with beads and ear rings, the courier du bois with his retainers, the half-naked Indians and half breeds. It was a devil-may-care adventurous life.

Admitted to Union 1848

THE defeat of the French by the British under General Wolfe and the surrender of Quebec meant the downfall of New France, and Great Britain became master on the North American continent. Later at the close of the Revolutionary War, Wisconsin became American territory. Until 1787 it was unorganized, but in that year it became part of the Northwest Territory. From that year to 1818 it was in turn a part of the Northwest Territory, Indiana Territory and the Illinois Territory. In 1818 Wisconsin became a part of Michigan Territory.

In 1836 The Territory of Wisconsin was created and in 1848 Wisconsin was admitted to statehood. It may be noted, however, that while French jurisdiction ceased in 1761, its influence remained practically in control of the population even up to 1816 when American troops took possession of Green Bay on the east, and Prairie du Chien on the western boundary of the state.

What manner of state, then, is Wisconsin, which after 200 years of conflict between two of the world's great empires had become part of the American Commonwealth, what is the character of its surface, what are its natural resources, what have its people done with this setting and with their opportunities to build themselves a happy and prosperous estate?

In the next issue of The _____ the story of the glaciers in their trip over the state will be told. These mammoth sheets of moving ice filled many of the valleys with debris and built at the same time large hills and mounds. But the glaciers lost their route in Wisconsin and today a large section of the state, missed by the ice fields, is known the world around because of its geological uniqueness.

Build
Stronger
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Build Wisconsin

Blanket
the Home
Community

Volume 3

June 1, 1925

Number 21

"First, Last and Always - Better Badger Weeklies"

WISCONSIN'S "WESTERN UPLAND" SUCCESSFULLY
RIVALS THE FAR FAMED BERKSHIRES OF EAST

No Similar Region in Territory
Originally Covered by the
Great Glaciers of North
America and Europe

Editor's Note - In this article the authors, W. O. Hetchkiss and F. A. Cannon, tell the story of Wisconsin in the making. Which of us know whether or not we live in the portion of Wisconsin once covered by vast ice fields? Yet the glaciers visiting, or failing to visit our counties and communities long ages ago had a very great influence upon us and upon our every day life today.

GLIMPSE of the topography and the geological story of Wisconsin is interesting. The surface reveals a striking diversity.



West of a line drawn from the Illinois boundary, north to Madison, and thence northwest to Eau Claire, lies the "western upland". This is a region with a general summit elevation about 1200 to 1300 feet above sea level. The tops of most of the hills are mainly a fairly hard dolomite; the flanks and the valley bottoms are soft, cream-colored and buff sandstone, mostly covered with soil and hardwood forest. The main streams have carved their valleys four or five hundred feet deep into this upland, and in this process have developed scenery of diversified and rugged beauty.

This sheet is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

*For Country Weeklies
Only*

Build Wisconsin

Patch Work on Hillsides

THE STEEPER hillsides are a variegated picture of open, grassy "sheep-path" terraced slopes - dotted with creeping juniper and clumps of flaming sumach - or of dense forest growth of oak, walnut, basswood, and poplar, with here and there a dark evergreen to stand out against the autumn colors; or of soft sandstone cliffs chiseled by the wind and molded by the rain into fantastic castellated forms and crowned with lichen-covered gray dolomite.

The gently rolling upland, the gentler slopes and the valley bottoms make rich agricultural fields and farm pastures. A view down one of these prosperous valleys, dotted with well-kept homes, nestling in the shelter of the spurs from the main ridges, or cut in the open surrounded by majestic groups of elms or maples with herds of full-uddered dairy cattle dotting the hillsides or standing leisurely in the cooling streams, is one to conjure up thought of restful ease and make one wish to live in such scenes "far from the madding crowd". Those familiar with the famed Berkshire Hills of Massachusetts tell us that the scenery in the "western upland" of Wisconsin is more delightful.

Vaster than Rhine Valley

ALONG the western boundary of the "Wisconsin Berkshires" is the great gorge of the Mississippi, one of the most magnificent scenic panoramas to be found between the Alleghenies and the Rockies. The dolomite-capped sandstone walls rise steeply from the flood plain to a height of five hundred feet and more. Sometimes they are in the form of sheer precipices, at others the isolated bluffs stand like giant sentinels guarding the Father of Waters.

The whole gorge simulates, although on a vaster scale, the scenery of the Rhine valley, even to the little villages clinging to the base of the overshadowing bluffs. Giant ruined castles with turrets and towers and bastions and battlements and all the other details that mark a medieval fortress are there, carved by age long erosion from the rocks of the hill tops.

Peaks Cut the Skyline

EAST of this western upland lies the great central plain which occupies a portion of seven counties. This plain is characterized by flat or very slightly rolling land, with sandy and sandy-loam soils, with numerous broad marshes and sluggish streams.

The outstanding features of the central plain are the abrupt walled, stone castles, such as are seen about Camp Douglas and farther east bearing such names as Peterwell Peak or Roche A Cris - the last remnants of the great sandstone formations that once covered this great area and still form the main mass of the uplands to the west.

These towering structures rise hundreds of feet sheer out of the plain and might have been fashioned by some Titan as his fortress home. Pentenwell Peak lies along the Wisconsin River, a castellated mass of sandstone which, seen at a distance, might be mistaken for some ancient ruin dropped into the heart of Wisconsin.

Other crags rise as solitary towers, their white lines pinnacled against the flat surrounding country, - making a strange and unusual impression upon the observer when he sees them projecting steeply from the flat lowland.

The western upland and the central plain comprise the non-glaciated part of the state, the southwest quarter. In area it is about 210 miles north and south and 120 miles east and west. This "driftless area", so called because it is devoid of glacial deposits, or "drift", is world famous because it is completely surrounded by glaciated territory. There is no similar region left bare of the glacial ice in the territory covered by the continental ice sheets of North America and Europe.

Carved by Great Glaciers

THE STORY of the surface of the eastern and northern parts of Wisconsin is the story of the work of the great continental glacier which advanced from Canada,-- a part of the great planetary drama wrought out in the ancient epochs when mankind was just beginning to take possession of the earth.

The ice sheet found before it a country with a surface like the present western upland and central plain of the unglaciated area. In its slow advance the all-embracing ice proceeded to mold the conditions more to its liking. Like a great millstone it ground off the hilltops and filled the valleys. It bore along with it from its northern home, and from the areas over which it spread, a mass of boulders and soil which it used to level up the rough areas in its path.

Along with these materials it brought large quantities of native copper from Canada and northern Michigan, sometimes in chunks several hundred pounds in weight. It scattered the pieces so widely that it was a common source of material for weapons and implements for the Indians. These copper spearheads, knives and other utensils of the Wisconsin tribes were much prized, and Indian trade channels distributed them to tribes far distant. Probably half of the known copper relics of this kind have been found in this state.

Not even a master artist could have improved the beauty of Wisconsin. The naturalness and the charm of the state is due to a large extent to the glaciers that swept Wisconsin centuries ago. Next week Hotchkiss and Cannon will continue with the third installment of this "Know Wisconsin Better" series.

BUILD WISCONSIN'S SERIAL
FOR COUNTRY EDITORS ONLY



BADGER weekly editors have full rights on the "Know Wisconsin Better" story that is now running in BUILD WISCONSIN. Though this copy reaches the country editor on Monday, few of them will be able to use it before Thursday. No release date for the week is set; it is given to all weekly editors at the same time to use whenever they desire.

For a large number of country editors, the "Know Wisconsin Better" serial fills a distinct need in acquainting Badger people with old Wisconsin. Many editors who did not start the serial last week are planning to run the first installment in their next issue. Twelve installments will be needed to complete this interesting story.

LOCAL PRESS GROUP
HOLDS LIVE MEETING



NEWSPAPER men of Door and Kewaunee counties recently assembled and made plans for the coming year. The following weeklies are in this territory: DOOR COUNTY NEWS, DOOR COUNTY ADVOCATE, ALGOMA RECORD-HERALD, KEWAUNEE ENTERPRISE, KEWAUNEE COUNTY PRESS, KEWAUNEE COUNTY BANNER and the LUXEMBURG NEWS.

To head this Door-Kewaunee Press Association, H. J. Sanderson, editor of the DOOR COUNTY ADVOCATE, was elected president and H. H. Heidemann, of the ALGOMA RECORD-HERALD secretary and treasurer. Arrangements were also made for the annual picnic of the association that will be held at Luxemburg, during August.

CLARK COUNTY WEEKLY
NEWSPAPER SUSPENDED



MARK 30 for another Badger weekly.

THE GRANTON HERALD was recently suspended. W. E. Clough, who has edited this Clark county weekly during the past year, plans to remain in the job printing business at Granton. The demise of the HERALD leaves Granton without a newspaper.



Build
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Volume 3

June 8, 1925

Number 22

"Covers Wisconsin like the Sunshine"

GLACIERS GAVE WISCONSIN
ITS VAST AND NEARBY STORES
OF ROAD BUILDING GRAVEL

State's Thousands of Lakes
Were Among the Many
Gifts of Glaciers

Editor's Note - Have you noticed the kettle-like formations that extend from Lake Geneva for nearly 100 miles north? This is the Kettle Moraine, one of Wisconsin's odd geological formations. In this third number of the "Know Wisconsin Better" series, the formation of this section is described. Next week's issue of The _____ will tell more about the activities that went on in these parts before man came on the scene.



HE glacier that visited Wisconsin did not advance with one great even front. It moved very slowly where it met a high obstruction and its progress was less retarded where it found an unobstructed lowland. The front of the ice sheet was a series of great protruding lobes with reentrants between. One prodigious lobe plowed along the bed of Lake Michigan. Another, a smaller one, pushed down the next great depression to the west, the northern part of which is now occupied by the waters of Green Bay and Lake Winnebago. The third immense lobe moved southwestward through the trough of Lake Superior and on into Minnesota.

This sheet is in the interests of the community newspaper.

Issued by the Department of Agricultural Journalism of the Wisconsin College of Agriculture
in co-operation with the Wisconsin Press Association.

Build Wisconsin

Built 100 Miles of Kettles

AT THE junction of the ice tongue which pushed down Lake Michigan, with the one which moved down Green Bay, there was deposited along the higher land between them one of the most impressive glacier-built ranges of hills on the continent - the great Kettle Moraine. This extends from close to the southern boundary of the state, near Lake Geneva, for a hundred miles northward. It is a broad belt of most irregularly deposited material - humps and hollows (the latter called kettles and giving the name to the moraine), boulder strewn slopes and serpentine ridges, small lakes and marshes, and here and there a stream twisting back and forth in an apparently hopeless attempt to find its way out of the maze.

No road can follow a straight course in this Kettle Moraine, and no traveller can predict the prospect that will be disclosed by the turn in the road a hundred yards ahead. It may turn abruptly about a "kettle" full of water - a lakelet too small to make even a dot on the map - or it may disclose a hillside pasture with a herd of Guernseys or Holsteins. A few hundred yards farther it may enter a sunny open wooded area, and wind through it on ever changing levels for a mile or two.

Kettle Moraine is not a range of hills that stand up in marked elevation above the surrounding area. The elevations are all moderate. Hills with a vertical distance much more than a hundred feet from base to summit are uncommon. Much of the material used by the glaciers to build up these hills is gravel. Again the comparison of the ice sheet to a great millstone comes home to us. In the grinding process the softer materials of the rocks were ground finest and only the harder and better stone was left as pebbles and boulders. Thus this prehistoric millstone was working for the Wisconsin of today and piling up great stores of gravel of selected quality - ready - prepared building material, which is now used in great quantities in building roads and concrete structures.

Work of a Master Sculptor

IT WAS a masterly task that the glacier accomplished. It is difficult to picture to oneself when driving over this broad gently-rolling area dotted with farm homes and villages, that here once was a preglacial valley, now buried to a depth of five or six hundred feet, or that a mile away the old rock wall in the valley comes to within fifty feet of the present surface. The glacier did not always complete its work. Some of the old valleys it only partly filled, depositing a little material at one spot and piling it high at another.

Some master of design must have guided this erratic workmanship since it resulted in the most attractive features of the landscape - the thousands of lakes that dot the whole glaciated portion of the state. The low places in the old valleys filled with water and the higher glacial deposits were the dams which held it back.

The charm of the famed Four Lake district about the state capitol owes its existence to this work of the ice sheet - to four of these great glacier-built dams that crossed the old valley above which were formed the beautiful lakes with the Indian names, Mendota, Monona, Kegonsa, and Waubesa. These dams vary in width up to three miles and rise to heights of about 300 feet above the old valley bottom.

The wonderful natural beauty of the city of Madison is due to its location on the narrowest and highest of these dams. In the narrowest place it is only half a mile across the city from Lake Mendota to Lake Monona, and within the limits of the city there are nearly ten miles of Lake frontage.

Had it not been for the glaciers, Wisconsin would not have been blest with its hundred of beautiful lakes. The route of these ice beds over the state will be continued in next week's issue of The _____.

TWO WISCONSIN WEEKLIES
PUBLISH SPECIAL ISSUES



WILE most Badger weekly newspapers played up the Decoration Day activities of their communities in a generous manner, two editors did an extra-ordinary job on this feature. Taking considerable time and expense, they decided one of their best numbers of the year.

Editor D. C. Menefee, of the VILAS COUNTY NEWS, gave his entire number over to the local post of the American Legion. Containing 12 pages, all set on heavy cream-colored stock, this number was unusually neat and attractive. Numerous cuts and boxes were used throughout the paper. The text, too, was interesting. The part that Vilas county played in the late war was reviewed in such a manner that would appeal to the folks of the county. Editor Menefee also carried considerable advertising in this American Legion number.

At Plymouth, the REPORTER came forth for this day surrounding by a heavy blue cover, containing in all 14 pages. Moorman and Sons, editors, carried their usual large amount of local news in this issue and they were also high on advertising.

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ASHLAND COUNTY WEEKLY
ESTABLISHED BY KENYON



MELLEN has a new weekly newspaper. Edited and published by I. A. Kenyon, the MELLEN RECORD recently made its appearance in this Ashland county community.

The new weekly is seven columns wide and neatly arranged. Triple deck heads, carrying active verbs, were used with the main articles. All the other local news was headed with strong interesting heads. Editor Kenyon, also, made use of boxes to give variety in make-up.

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Volume 3

Number 23

June 15, 1925

"Covers Wisconsin like the Sunshine"

OUTDOOR PILGRIMS TREK TO WISCONSIN'S DELLS EACH YEAR

State Shares Nature's Gifts
with City-Wearied Throngs
of Many Common-
wealths

Editor's Note: - Badger lakes are noted both for their number and size. Lakes in few parts of the world occupy a greater portion of the total area of the country. Vilas county, for example, has 350 lakes and ponds worthy of notice. These cover 15 per cent of the land of the county. Because of her great array of silver lakes, Wisconsin enjoys the title of "The Fishing Grounds of the Middle West". In this article, the fourth in our "Know Wisconsin Better" series, the authors have pictured these and other natural beauty spots peculiar to Wisconsin.

As the Green Bay lobe of the great glacier pushed south and west, it came to its final stopping place, the Wisconsin River. This large stream ran a course almost due south from Stevens Point to the deep canyons which it had cut for itself through the massive quartzite of the ancient Baraboo range.

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The ice forced the river out of its bed and occupied its canyons. It reached just far enough west to leave two moraine dams, one filling the north end of the canyon through the main range, and the other filling the south end, about a mile and a half southeast.

When the glacier was forming these two moraine dams, it was preparing for future generations what is probably Wisconsin's most picturesque lake. This lake lies between the highest quartzite walls of the old canyon, which rise precipitously five hundred feet above the waters, a bit of the Alps dropped into Wisconsin. It is a typical mountain lake in every aspect. It is not strange that it is called Devil's Lake, nor that tourists' stories make it bottomless and describe its location as the crater of an extinct volcano, for its rock shores abound in most fantastic rock formations. It is now surrounded by a state park of over a thousand acres.

Dells Have Wide Reputation

When the winds and the sun began to melt the ice the Wisconsin River found its old valley filled and its old canyons through the Baraboo Range dammed high, so it was compelled to find a new course. A glance at the topographic model of the state will show that it curved eastward and went around the east end rather than across the Baraboo ranges.

In cutting its new channel it encountered soft sandstone ledge rock at Kilbourn, and carved in it a wonderful gorge that is visited by more than a hundred thousand people each year. This gorge is known as the "Dells of the Wisconsin". As described by Martin in one of the bulletins of the state geological survey, "this is one of the most attractive scenic features of the state. The banks of the river are clothed in picturesque, coniferous forests, its course is cut deeply in solid sandstone, diversified by unusually well-developed cross-breeding and conspicuous joint planes. Weathering and stream erosion have carved the river banks into bold cliffs, sharp chasms, and striking, isolated rock pillars. One may observe, as the geologist Norwood did in 1847 "singular and beautiful effects, architraves, sculptured cornices, moulded capitals, scrolls and fluted columns are seen on every hand; presenting, altogether, a mixture of the grand, the beautiful and the fantastic".

Several small streams join the Wisconsin in the Dells. Each has cut its own little gorge of most fantastic form. At the up-stream end of the Dells is the famous "Stand-Rock" - a small flat table top of hard sandstone supported by a slender pillar of soft sandstone below. This table top or "stand" is only a few feet from the main ledge, but between the two there is a deep drop, sufficiently awesome to give the jump across a thrill that some of the more venturesome enjoy.

Wausau, High Point in State

But we must return to the trail of the glacier. The features we have described lie in the region of sandstones and limestones - flat-lying beds deposited in ancient sea bottoms when, at various periods, all the southern part of the state was covered by the great seas that extended over nearly the

whole Mississippi Valley. North of this region is found an area of still more ancient rocks. Its present aspect gives to the casual observer no hint of the high mountain ranges and volcanoes that once existed there.

Long millions of years before the great glaciers came - even before the sea that deposited the sandstone came over the land - these mountains of granite and gabbro and lava flows had been worn away, leaving only a high plain. During much of the time of the ancient seas this plain stood out as a great island. Herein is a most interesting story for the geologist who reads it in the rocks.

The great plain was carved into hills and valleys with a relief of only a few hundred feet by the time the glaciers came down from the north. Here and there a hill of hard quartzite stood five hundred to a thousand feet above the valley, like Rib Hill at Wausau - the highest point in the state - but these were rare. Here also the glaciers filled the valleys, and in most cases they buried the hills as well, covering the whole country with a mantle of glacial debris that probably averages between a hundred and fifty and two hundred feet in thickness. In the old valleys that were only partly filled, numerous lakes and marshes were formed. Here is found the justly famous Lake region of northern Wisconsin, the delight of the fisherman, the camper and all others who love the out-of-doors.

Lakes Fill Large Area

There are two main groups of lakes in northern Wisconsin, those in the central northern part of the state and those in the northwestern part of the state. There are many hundreds of lakes in each group. In few parts of the world do lakes occupy a greater portion of the total area. The only groups at all worthy to be compared to these are those in Minnesota, in the Province of Ontario, and in part of Finland east of the Gulf of Bothnia.

Most of the lakes are small, close to one another, irregular in outline, and connected by streams which twist a sinuous course between them. The 350 lakes and ponds of Vilas county occupy 140 square miles, or over fifteen per cent of the area of the county which itself is nearly as large as the state of Rhode Island. These lakes are the favorite fishing grounds of the Middle West, abounding in many species of game fish, and the habitat of that "wolf of the waters", the muskellunge.

The many marshes in the lake region, called "muskeg" by the Indians, offer an ideal refuge for birds. Most of the surrounding country is covered with a second growth of timber and all through this area is the favorite deer hunting grounds in the fall months. Writing in 1879, the geologist, F. H. King, thus wrote of the lakes in this section of Wisconsin.

Noted for Charming Lakes

"They are beautiful sheets of water, clear, soft and deep, encircled by bold, fantastic rims and dotted with tree-clad island cones of such varied beauty in the autumn season, that as one toils in unexpectedly upon them up the rapids of the narrow shaded rivers, he forgets his fatigue and revels in an exquisite garden of foliage plants. Sometimes a fringe of white cedar lies upon the water's edge; higher up a wreath of white birch, then a belt of poplar, and capping the rounded hilltops, maple and yellow birches through all of which there is a generous setting of rich green white and Norway pines".

In many places in this northern country the streams uncover rock ledges and beautiful waterfalls result. The Falls of the Black River, south of Superior, is the highest waterfall in Wisconsin, a cascade which tumbles over ledges of ancient lava flows for a drop of 160 feet. Many of the falls of the larger streams have been harnessed and set to such prosaic tasks as lighting the cities or grinding pulp wood to spread "light" in a different way, by means of the newspapers of the land.

Just as Wisconsin was the meeting place of the early Indian tribes, so it became the camping ground of settlers from all parts of the country. Hotchkiss and Cannon show in next week's issue of The _____ how the state was settled and how the early settlers made their laws and the state's constitution.



KILBOURN EDITOR FINISHES
LIFE OF NOTABLE SERVICE

James E. Jones, 77, editor of the KILBOURN WEEKLY EVENTS, died last week after fifty years of continuous service to this Sauk county community. His death followed an operation that was performed three weeks earlier.

Known as the "Horace Greeley of the Dells", Jones was one of the outstanding figures in the Wisconsin press field. Born at Louisville, Ky., Mr. Jones started his journalistic work on a Chicago daily newspaper. During a summer vacation at Kilbourn, he was so attracted by the beauty of the community that he gave up his work in Chicago and established a newspaper in Kilbourn fifty years ago.

A Civil War veteran, Mr. Jones also saw service under the colors of Custer in the Indian wars. He was active in community work, having served at different times on the city, school and park boards.

His work at Kilbourn can well serve as inspiration for other Badger editors. He sensed community pride and knew well the duty of the weekly newspaper. "We are a little community", he wrote, "almost like a family. If one of us steals a horse, we all know it. Why should the misdeed be perpetrated in print? Public opinion is strong enough to be corrective. So THE EVENTS leaves out horse stealing.

Mr. Jones is survived by his wife and one daughter, Miss Vera. In behalf of the Wisconsin press, BUILD WISCONSIN extends its deepest regrets to the family.



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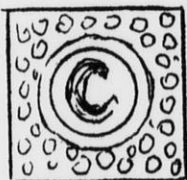
June 22, 1925

Volume 3

Number 24

"Covers Wisconsin Like the Sunshine"

ALGOMA PAPER 52 YEARS
DONS A BRAND NEW ATTIRE



CELEBRATING its fifty-second year, THE ALGOMA RECORD-HERALD recently appeared in a new dress, marked with a change in size, type, and mast head. The revised RECORD-HERALD is a ten page paper and has seven columns to a page. Both the heads and the mast head of this weekly have been reduced in size.

Chock-full of local news, that was timely and interesting, this Kewaunee county weekly has set a high mark for Badger weeklies. Though always a strong and enterprising paper, THE RECORD-HERALD, in its new attire, looks better than ever.

That Editor H. H. Heidemann is continually feeling the pulse of this Kewaunee county community is shown by the large amount of local farm news he carries every week. Agriculture in this section of Kewaunee county is the chief mainstay and Heidemann is glad of it and is doing everything possible to put it even further ahead. Agricultural news in THE RECORD HERALD receives front page welcome when it is vitally important to the community; otherwise it is placed with ordinary weekly news.

On the front page of his last issue, the Algoma editor gave an excellent illustration of how to handle cow testing association reports. An extended and interesting report, full of names of local farmers, was given on the front page. This was set off by a double deck head that was full of action and just above the lead of the story, in small type, there appeared "Tables on Farm Page". Including the heads, 47 picas of space was given to this dairy story on the front page. Then on page 9 was the tabular report for the month's test. But it was not headed "Cow Testing Association Report"; instead, the headline for this two column report was:

Hallada's Herd Produces Over 40
Pounds Fat for Average During May

BUILD WISCONSIN feels that if all the reports of the 175 Badger association were handled this way, there would be much more dairy improvement work going on in the state.

The revised edition of THE RECORD-HERALD carries its editorials on the second page; the columns are set 20 1/2 picas wide and are filled with live editorial

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comment. Right now Heidmann feels that certified milk should be produced on the farms of more Kewaunee county dairymen. In this last issue he editorialized on this subject showing local folks the wide market for this product that was within their grasp. First of all, he says, the county must complete the T. B. area test.

How country correspondence and personals are handled Editor Heidmann is worthy of note. Selecting the most important happening of a community, he plays it up in the lead and also puts news in his headlines. There was a half column of news dealing with the Wolf River community in the last issue of the Record-Herald. Here is the way the heads looked:

WOLF RIVER COUPLE LEARNES THAT
BEES SOMETIMES INHABIT FLOWERS

One Man Sets Spuds With
Post Hole Digger,
Report

Wolf River - A young couple
sat down on the grass.....
.....

In covering the community, THE RECORD HERALD certainly lives up to the slogan that it carries under its mast head: "Hew Straight to the Line, Let the Chips Fly Where They Will".

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TREMPEALEAU COUNTY CREAMERY
PAID OUT \$26,000 LAST MONTH

THAT Editor H. C. Kirkpatrick, of the BLAIR PRESS, plays up news in proportion to its community value is shown by the manner in which he used the monthly payment of the local creamery. To distribute \$26,769 in one community during the month is not a matter of small moment; it effects everybody in the section; it, no doubt, was the biggest thing that happened in the county since the last creamery payment was made. Worthy of front page notice, and a entire column at that, is the way the Blair editor looked at this news story. The following heads were used:

C R E A M C H E C K S
F O R L A S T M O N T H
T O T A L \$26,769.00

Butterfat Continues to Hold
Good Prices and Patrons
Get Big Checks for April.
Price of 48 Cents is Three
Cents Lower Than March.

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NATIONAL HONORS AWARDED
TO RICE LAKE CHRONOTYPE



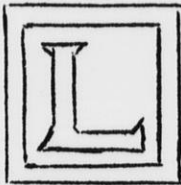
BADGER winner has been awarded national honors.

When the National Editorial Association convened in Richmond, Virginia, THE RICE LAKE CHRONOTYPE was awarded third place for its community building enterprise. First place in this class was won by THE FREE PRESS, of Quakertown, Pennsylvania, and second honors were awarded to THE SIGNAL, of Geneva, Nebraska.

In Wisconsin's first annual Better Newspaper Contest, staged in Madison, last winter, THE CHRONOTYPE won first place for front page appearance when competing with other Badger weeklies that were published in towns having a population of more than 1,500. In behalf of the Wisconsin press, BUILD WISCONSIN extends hearty congratulations to Editors Ender and Leary for their latest success.

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LODI ENTERPRISE EMPLOYS
FULL TIME FARM EDITOR



LODI folks, who read the LODI ENTERPRISE, are getting news that they can't read in any other publication. Every week they can now read of the news that goes on around Lodi, the doings on the local farms - all prepared by a man who gives his entire time to reporting farm news, soliciting farm advertising and promoting rural circulation.

Editor C. L. Coward added . O. Oleson to THE ENTERPRISE'S staff about three weeks ago as farm news editor. Oleson, a graduate of the department of agricultural journalism at the University, was formerly legislative reporter for the WISCONSIN AGRICULTURIST. Oleson covers the Lodi field in a car.

While other Badger papers have a well developed farm news section, THE ENTERPRISE is one of the pioneer papers to employ an editor who gives all his time to local farmers. The experiment at Lodi will be eagerly watched by many Badger editors.

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GENEVA EDITOR WINS
IN BABY COMPETITION



BABY competition between Editor Arthur Todd of the Lake Geneva News Tribune and Editor Claude Eames of the Elkhorn Independent, resulted in a decision in favor of Todd last week when the Geneva Editor announced twin boys. Eames of Elkhorn is Dad to a girl, all of which makes Todd the winner in this private competition between the neighbor editors.

The Eames baby, born May 24, is Donna Jean and the winning Todd boys, born June 7, are called George Arthur and Roland Edward.

The prize in the contest, which was arranged by the Editors several weeks ago, is five new subscribers in the town of the loser. Eames claims he will

have no trouble in signing five new ones for the neighboring competitive paper because it is so darn good it is easier to sell the News Tribune than the Elkhorn Independent. Eames is subdued but claims that he wouldn't trade the girl for a car load of Todd boys.

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LEAD MINING FIRST INDUSTRY OF IMPORTANCE IN
WISCONSIN, FOLLOWED BY TRAPPING AND LUMBERING

State Has Oldest Constitution
in Middle West. Prohibited
Internal Improvements

Editor's Note - Did you know when lead was discovered in the southwestern part of Wisconsin there was a rush of settlers to the state, all coming with the hope of making a fortune in the newly opened mines. In the community around New Diggins, in Lafayette county, where the first mines were opened, a typical mining craze prevailed and the life was full of excitement. When the state was organized as a territory in 1836, this mining region had a larger population and a more settled mode of life than any other section.



THE story of white settlement in Wisconsin is that of the Americanization of a French settlement. In this respect it differs from the story of most of its neighbors. In the Indian days Wisconsin had been a meeting place for the tribes in the west. During the white settlement the same fate controlled, and it became the meeting place of settlers of distinct types from different sections of the country. It was not populated exclusively by the overflow from its neighbors and thus was not made up of a people entirely similar to those in the adjacent states.

Melting Pot for Colonies

While Wisconsin received immigrants from Michigan, Indiana and Illinois who settled in the southeastern part of the state, in addition from the East came another type, the Yankee, travelling a long distance via the Great Lakes and unfamiliar with the western pioneer life and its habits and its mode of thought. From the South came the Southerners of Kentucky stock, originally springing from Virginia. They were attracted by the lead mines in southern Wisconsin.

This purely American stock made up the early population in the territorial period from 1836 to 1848. These were the men who framed the state constitution and fought a strenuous battle over the provision of this historic document. It is the oldest constitution in the Middle West, having been amended but never revised. It has been for 77 years a monument to the foresight of the

pioneers. At that period many of the older states had nearly bankrupted themselves for internal improvements - canals and railroads.

No Mortgage on the Future

The wise farmers of Wisconsin took a valuable lesson from their neighbors and when the constitution was framed in 1848 inserted a clause forbidding the state to incur indebtedness of any kind "except in case of war", or to undertake any work of internal improvement. This section has been amended only once - in recent years, and that only to permit the state to enter on the work of highway improvement. As a consequence the state has no public debt and has paid as it built. It has laid no mortgage on the future of its citizens.

The problem of Wisconsin after 1850 was to secure additional settlers to occupy its virgin lands, so there was established a bureau for the purpose of attracting settlers from Europe. This campaign became intensive after the civil war, and from then on a heavy influx of foreign immigration followed. The bulk of the immigrants were Germans, the Norwegians being next in number. Other large groups were Danes, Swedes, Irish, Belgians and Poles. Nearly a half million new settlers came to the state in the decade from 1850 to 1860 - nearly twice the increase in population for any later decade.

Mines Attracted Settlers

Wisconsin's first industry was the fur trade. With the settlement of the state it receded in importance and today it is merely incidental - being now carried on only on a small scale, by trappers, largely in northern Wisconsin. The value of skins of wild animals sold in the state in 1918 amounted to \$3,000,000.

From its nature the fur trade had little influence on the permanent settlement of the state. The first industry to have such an influence, strangely enough was not agriculture, but mining. Lead mining was an important industry in the early days in the northwestern part of the state. For a period this bore all the aspect of a frontier mining camp. The existence of lead deposits in that part of Wisconsin, and in the sections of Iowa and Illinois. The first mines within the area now included in Wisconsin were opened at New Diggins in Lafayette County in 1824.

In the twenties this section of Wisconsin attracted hundreds of adventurous spirits in the rush to the mining regions. Among these was William Schuyler Hamilton of New York, son of Alexander Hamilton. A typical mining craze prevailed and life was full of excitement. Many highly cultured people came from the east, among them men and women who had mingled in society in Paris and London. The beginnings of Wisconsin culture were found in this mining community. When Wisconsin was organized as a territory in 1836, the mining region had a larger population, and a more settled mode of life than any other section. It was strongly tinged with a southern element and a few slaves were kept for domestic purposes.

Lumbering Important

With the influx of white settlers, beginning in territorial days, lumbering and agriculture began to flourish. At the present day lumbering and the associated wood using activities remain one of the foremost industries of the

state. The story of the early lumbering operations has many elements of interest. The whole part of the state was originally a great timber belt, of mixed growths of pine and hardwood, with some of the finest solid stands of white pine to be found anywhere in the world. The forest was seamed with logging streams to carry the output to market.

The lumbering days were full of activity and adventure. The ring of the woodman's axe in the sharp clear air of the winter, the crash of the majestic white pine to earth, the rip of the saw cutting the tree into logs, the jingling bells of the ox-drawn sleds, the shout of the lumber jack - all of these are never to be forgotten memories to those who took any part. With the coming of spring came the drive of millions of feet of logs down the river, the log jams, which reached huge proportions, and the wild rush of the struggling pine which followed the successful breaking of the dam.

: Farming Replaces Lumbering

The lumber industry reached its apex in 1890, when Wisconsin was the leading lumber state in the Union. A rapid decline began in 1898 and today Wisconsin is in eighth place in the list of lumbering states. Although there are still 150 saw mills in Wisconsin and the Upper Peninsula, and the largest hardwood saw mill in the world is located at Rice Lake, lumbering is sadly on the wane, the 20 million acres of forest having been reduced to 2-1/2 million. Lumbering, however, is being succeeded by agriculture and 8,000,000 acres of the original area of timber are now in fertile farms and woodlots.

Sixty-five years ago, Wisconsin ranked second among the wheat producing states of the country, being surpassed only by Illinois. How the cow could obtain a foothold in such a strong cereal state is in itself an interesting tale. Next week, the authors, W. O. Hotchkiss and F. A. Cannon will tell how Badger farmers gave up wheat and cast their lot with the dairy cow.

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June 29, 1925

Volume 3

Number 25

"Covers Wisconsin Like the Sunshine"

"COW FOR THE PLOW", SLOGAN FIFTY YEARS
AGO WHEN BADGER FARMERS TOOK TO DAIRYING

After Long Years of Hardship,
Wisconsin Has Climbed to
the Top as the Country's
Premier Dairy State.

Editor's Note - Wisconsin, too, is a foster mother to the country. Figures tell why. A check for \$244,865,200.87 was paid for Badger dairy products produced during 1923. During the year Wisconsin ranked as the greatest milk producing state of the country, producing one-tenth of America's milk supply. She ranked first in the total production of cheese, making 70 per cent of all the cheese in the country; and she also led in the production of condensary products, manufacturing no less than one-fourth of the supply made in United States. As a butter state Wisconsin placed third among all the states. Is it any wonder that the nation looks to Wisconsin?



IN ALL the frontier states, wheat was king in the pioneer days of Wisconsin. In 1860 the yield was almost 30,000,000 bushels, and Wisconsin was second only to Illinois in wheat production

Toward the close of the sixties the farmers of Wisconsin were forced by a continuous short wheat crop to set about developing

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another type of farming which would conserve the fertility of the soil. Then began what is without doubt one of the most remarkable agricultural developments in America's history, the movement which made Wisconsin the foremost dairy state in the Union.

Sturdy Settlers Important

This was aided largely by four factors. The first was the fact that the soil and climate of Wisconsin were well fitted to dairying. The second factor was the character of the foreign immigration which had begun to pour into the state beginning in the fifties and running into the Civil War period. This was largely German - the original impulse to this immigration being the German revolution of 1848. The German knew the value of land, how to conserve the soil, and was accustomed to careful farming. To this element was added the Swiss who settled in the southern part of the state and were expert cheese makers. By this time also had begun the original influx of Scandinavian farmers, hard-working, rugged and industrious. The third factor was the great work done by the dairy school, of the College of Agriculture at the University of Wisconsin. The final element in developing the great dairy movement, especially in the earlier period, was the splendid type of personal leadership which rose to the opportunity.

Leaders Blazed the Trail

Foremost among these leaders was William Dempster Hoard, afterward governor of the state, to whose far-sighted vision appeared the disaster ahead of Wisconsin's agriculture unless new methods were pursued, whose sound judgment and wise leadership led the way in her wonderful development and achievement as a dairy state. Governor Hoard has often been compared to Abraham Lincoln and in many traits the resemblance was striking. Tall and gaunt, he had an unlimited fund of stories to illustrate every point he wished to drive home; withal he was grave and dignified in manner and gifted with a compelling and trenchant English style.

The slogan went forth that we must substitute "The cow for the plow". The factory system of dairying, which had revolutionized agriculture in the great dairy state of New York, was introduced into Wisconsin in 1864 when Chester Hazon, an immigrant from New York state, established the first cheese factory in Wisconsin. At the close of the Civil War there were 30 cheese factories in operation in the state. In 1870 the first creamery in the West was established at Elgin, Illinois, south of the Wisconsin border, and soon creameries began to spring up in Wisconsin.

Few Markets Open to Wisconsin

Numerous obstacles thwarted progress at the beginning. New York was the great dairy state and the East was the dairy market. Wisconsin products were regarded as inferior. In order to open the market it was necessary to improve and standardize the quality of Wisconsin dairy products and to study marketing methods and conditions, a task of education and cooperation

To further this purpose the Wisconsin Dairymen's Association was formed at Watertown in 1872, led by such men as W. D. Hoard, Stephen Faville, Chester Hazen, Hiram Smith and others - names now known to dairymen the country over. Through a process of discussion, investigation, education and cooperation, scientific methods were introduced into the creameries and cheese factories of the state, and Wisconsin began to challenge the supremacy of New York.

In 1870 Hoard established the Jefferson County Union, a weekly devoted to dairying, out of which grew Hoard's Dairyman which became the foremost dairy paper of the world. Through the columns of these papers and others an incessant campaign of education was carried on. The development of dairy farming was slow, but steady and sound.

In 1890 came the turning point in Wisconsin's new agricultural era - the invention by Dr. Babcock, of the State Agricultural Experiment Station, of a simple test by which the farmer could be paid for the actual butter fat in his milk, not merely on the basis of the total weight of milk he brought to the factory. The dairy industry was in a position to respond at once to this stimulus and forged ahead rapidly.

Figures Can Tell the Story

In February 1922 the fiftieth anniversary of the organization of the Wisconsin Dairymen's Association was observed, and an amazing story of achievement was recited. The total value of the dairy products of Wisconsin for 1923 was no less than \$244,865,200.87.

Wisconsin has more dairy cows than any other state in the Union, and more Guernseys and Brown Swiss cattle than the countries of the origin of these breeds.

A large part of the cheese factories and creameries are cooperative enterprises owned by the farmers. The Barron cooperative Creamery is the largest creamery in the world. In the year 1920 the average number of patrons was 92 and the creamery produced 1,805,000 pounds of butter valued at \$1,058,000 and paid to the farmers for butter fat \$977,550. It has a very interesting machine that dries the buttermilk to a powder, which is then sold as a stock food.

But Wisconsin is a diversified state. Her farming is, by means, confined to dairying. In next week's issue of The-----, the authors, Hotchkiss and Jannon, will tell more about the agricultural development of old Wisconsin.

Badger Editors, their Weeklies and Communities is the subject of an Extended Serial Story that will soon start in Build Wisconsin

COMING

USE WRAPPERS TO ADVERTISE
WEEKLY AND LOCAL COMMUNITY



THAT good things come in neat packages is the belief of some Badger editors. Every week THE CLINTONVILLE DAIRYMAN GAZETTE, THE WALWORTH TIMES, THE LUCK ENTERPRISE AND THE HARTFORD TIMES go to their out-of-town circulation in a special wrapper.

In every case something besides the name of the paper and the town is given on the wrapper. What the community is noted for, what are the chief products of the section, the advantages for home makers and tourists, and why the community can support more industries are the things told on these special wrappers. Especially valuable are they in building good will for the paper and advertising the entire community.

That "the GAZETTE is located in the heart of the dairy belt in Waupaca county" where the country's best American cheese is made is an important point told to readers of the Clintonville weekly. Editor A. A. Washburn further states that this Waupaca county town is the home of the Four Wheel Auto Drive Company and that the town has a large city park and a splendid camping ground for tourists. More information regarding Clintonville, the wrapper says, can be obtained by writing the secretary of the Chamber of Commerce.

Even before the wrapper is opened an outside reader would feel that THE WALWORTH TIMES was a dandy live wire weekly, at least the paper kept good company. Editor F. J. McCay's paper was a winner in the Better Newspaper Contest of last winter. He has made a cut of the ribbon he won at the contest and he now shows the ribbon on his wrapper along side of the name.

"Luck is a thriving town of 500 population, located on the Soo Line about half way between Minneapolis and Superior", Editor Dick Pugh says on the Enterprise's special wrapper. No less than 50 cars of butter and 200 cars of poultry and other stock were shipped from this point last year. How foreign advertisers, who wanted to cover a buying community, would react to such facts is well known to every Badger publisher. Editors who are fortunate enough to be located in such communities can't talk on these things too long.

One glance at the wrapper of THE HARTFORD TIMES shows well that the Kissel Motor Car Company is the chief asset of this Washington county town. C. R. Hathaway, Editor, also uses his wrapper to advertise his paper, calling attention to the fact that THE TIMES sells at two dollars a year and that it does quality printing.

-- 30 --

BARDILL'S EDITORIAL
MAKES A TEN STRIKE

"Washburn boasts a live and newsy paper in the Washburn Times. But it seems that the editor is a stride or two ahead of many other engaged in business in that city, for because of lack of advertising support from his home town merchants he fills the columns of the paper with advertisement of Ashland firms each week. Wonder if the Washburn shoppers who go to Ashland to buy will impress upon these 'home town merchants' that the best way to counteract this spending of money away from home is to patronize their home paper through advertising, No publisher solicits advertising from neighboring towns if he receives adequate patronage from his home merchants." (SPOONER ADVOCATE)

Build Wisconsin

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LITTLE FARM TENANCY IN WISCONSIN; OWNERS OPERATE 85 PER CENT FARMS

State is Noted for Diversity of Crops. Packs 52% of Nation's Peas and Grows More Cigar Tobacco than any other State.

7th INSTALLMENT
"Know Wisconsin Better" Story -
Half dozen or more chapters to follow -
For Badger Country Weeklies Only

Editor's Note - Some people think of Wisconsin as being a dairy state alone. While we are all proud of the part dairying has played in the state, we hope for more of it, the fact is Wisconsin is one of the most diversely cropped states in the nation. Flax, clover seed, tobacco and peas - nothing similar about these. Yet Wisconsin either leads in the yield per acre or in total production. Where you find a wide diversity of crops, you will usually discover greater prosperity. When the markets are low for any one crop, prices for others may help to compensate. Here is the seventh installment of the Hotchkiss-Cannon articles on Wisconsin.

Agriculture in Wisconsin has not been confined solely to dairying. It is also a state of diversified crops. The value of the 27 leading crops in 1919 was \$389,000,000. The total value of the livestock production in that year was \$372,000,000. There are in Wisconsin today 176,248 farmers. According to the census of 1920 every one of the Middle West states showed a decrease in the number of farms in the ten year period beginning in 1910 with the exception of Wisconsin, which showed an increase of 12,069 in that decade. One-eighth of the new farms opened to cultivation in that time in the entire United States were opened in Wisconsin. One feature of farming that bodes well for the future of the state is that there are few tenant farmers. Eighty-five per cent of the farms are owned by the men who operate them.

"The Little Partner of the Badger Weekly"

Build Wisconsin

29 Counties Free of T. B.

Wisconsin leads in the yield per acre of flax; in the production of clover seed; has more cow testing association than any other state; has more community breeders' associations and leads in the number of tuberculin tested cattle. One of its counties, Barron, was the first county in the United States in which every cow was tested and all the tubercular animals eliminated. Today there are 29 counties where all the cattle are free of disease.

When we think of tobacco our minds naturally revert to Kentucky, North Carolina, Virginia or other southern states. It will be somewhat surprising to most people to learn that Wisconsin stands sixth among the tobacco growing states in acreage planted and that it occupies first place in the production of tobacco for the making of cigars. From a fifteen-acre crop in 1860 it grew to 50,200 acres in 1920, with a crop value of \$16,210,000.

Cans Peas for Everybody

One is likely to think of New York when canned peas are mentioned. The fact is that Wisconsin packs more peas than any other state, that its product is 50 per cent of the total pack in this country. Her pea-pack in 1920 was 4,975,000 cases or 119,400,000 cans, enough to furnish a can for every man, woman and child in the United States and have a few cans left over for supper.

Wisconsin is the leading hemp-producing state, having superseded Kentucky. She also leads in the number of silos - 104,430 - those great round "preserve jars" that sit beside most barns in the state, in which fresh green fodder is preserved for the winter use of the herd, much the same as the housewife uses the "cold pack" method of preserving green garden vegetables for her family's winter use.

Team Work Indispensable

The main reason for the success of Wisconsin in agriculture is team work or group effort under the splendid leadership of the College of Agriculture of the state university which cooperates with the United States Department of Agriculture, the State Commissioner of Agriculture, and other agencies. The college devotes its efforts to three lines of development-- teaching, research, extension.

As an indication of what is being done in Wisconsin through the efforts of these combined agencies it may be stated that there are 600 herds of cattle in the state officially accredited as being free from tuberculosis. Wisconsin is in second place in this respect, whereas a short time ago, when this movement took its great impetus, it was in twelfth place.

There are five thousand herds of pedigreed cattle in Wisconsin; 150 cow testing associations with 3,600 members owning 53,000 cows, the milk output of each cow being weighed and tested for butter fat with a view to eliminating non-paying producers. Wisconsin was the first state to certify her seed potatoes. There are over 500 well-established farmers' clubs of a community

character and in twelve counties these clubs are federated.

Ninth in Manufacturing

Coincident with the development of the agricultural industry has been the development of manufacturing and mining. The value of the manufactured products of the state in 1850 was \$9,283,000. By 1914 it had risen to \$695,000,000 - an increase of 7400%. Today it is over one billion dollars. In 1850, 22 manufacturing states surpassed Wisconsin in the value of their output. In 1870 ten of these states had been passed and Wisconsin stood in twelfth place.

In 1909 and today Wisconsin, stands ninth place in industrial output, being exceeded only by New York, Pennsylvania, Illinois, Ohio, Massachusetts, New Jersey, Michigan, and Indiana in the order named. The significance of this fact is brought home when it is stated that the state is twenty-sixth in area and thirteenth in population.

Wisconsin is not commonly known as a mineral producing state, but she ranks high, her mineral wealth production in 1917 amounting in value to \$27,000,000 - almost twice as much as the production of gold in Alaska in that year. She is first in the production of mineral water, the yearly output having a value of \$1,300,00. One of her famous mineral waters is used in almost every large city in the world. She ranks in third place in the production of zinc ore, 3,000,000 tons a year, and sixth in iron, 1,000,000 tons a year.

That Wisconsin is one of nature's favorite children is shown by the state's proximity to the Great Lakes. Blest with a great abundance of raw material and with her local power and that furnished by Illinois coal, manufacturing can be done cheaply in the state and then the finished product can be transported by water. Next week, in the eighth installment of the "Know Wisconsin Better" series, the authors, Hotchkiss and Cannon, will trace the development of Wisconsin's manufacturing industry.

ACCEPTING PAPER MEANS READER MUST PAY COSTS



PEAKING before the Inland Daily Press Association, Fred E. Shortemier, Secretary of the Commonwealth of Indiana, laid down some of the fundamentals of newspaper subscriptions and collections, of interest not only to newspaper men but also to the reader. A newspaper man for many years, Mr. Shortemier is well qualified to discuss this commonly misunderstood subject.

"The fundamental principle is that a subscription is a contract and therefore enforceable. A clear case is when a subscriber orders a paper for a year. He must pay for it whether he reads it or not. A difficult case for the lay mind to understand is that if a publisher has a contract for a sub-

scription and the contract expires and the publisher continues to send the newspaper, the reader is responsible for the amount of subscription, following the time when the actual subscription expired. This is so for the reason that if any person accepts things of value, when it is understood they are not gifts, he is responsible for their actual worth.

For example, if a grocer send a customer food products which the customer has not ordered and the customer eats them he must pay for them. If the customer does not want them, he should return them or at least not use them."

Mr. Shortemeier goes on to mention specific cases decided by the supreme courts of New Hampshire, Missouri, Delaware and Minnesota. But of interest to Wisconsin publishers is the rule laid down by our own supreme court in *Grand vs. Le Clair* (78 Wis. 176) wherein it was held that if a person received a newspaper from the post for a year without refusing or returning it he was liable for the year's subscription even though he had not subscribed for it.

From a review of all published decisions, Mr. Shortemeier was unable to find any cases to the contrary, all the courts having held that a subscription is a contract and if the paper is accepted and read the subscriber is liable even although it was sent to him without an order for a subscription.

CONSTANT ADVERTISING

ONE step won't take you very far,
You've got to keep on walkin';
One word won't tell folks who you are
You've got to keep on talking;
An Inch won't make you very tall,
You've got to keep on growing;
One little ad won't do it all,
You've got to keep them going.
A Constant drop of water
Wears away the hardest stone;
By constant gnawing, Towser
Masticates the toughest bone;
The constant cooing lover
Carries off the blushing maid;
And the constant advertiser
Is the one who gets the trade.

--Exchange

Build Wisconsin

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WISCONSIN'S TIMBER RESOURCES BASIS OF HER GREAT INDUSTRIES

"Made in Wisconsin" Products Are Shipped to Markets either over Great Lakes or on Railroads that Traverse the Entire Commonwealth



ONE OF the factors that has contributed to the advancement of Wisconsin, not only agriculturally but industrially, is the nearness to market and its transportation facilities. The Great Lakes offer water transportation, the cheapest type.

Of the entire area of the state only 2.4% is more than ten miles from a railroad. The market to be supplied may be appreciated from the fact there are more people in the Chicago-Milwaukee territory-Wisconsin, Michigan, Illinois, and Indiana, than there are in the Dominion of Canada and more than there are in the following states combined. California, Montana, Oregon, Washington, Idaho, New Mexico, Arizona, Colorado, Wyoming, North Dakota, South Dakota, Nebraska, Kansas, Missouri, and Oklahoma.

The development of the states manufacturing industries is an interesting story. Many factors have played their part in this and volumes have

Editor's Note - Badger Cities can rightfully take pride in the long list of products that have "Manitowoc", "Janesville", "Sturgeon Bay", "Hartford" and many other cities stamped on them. Just as the agricultural industry has been diversified, so has the manufacturing of the state been extended into many widely different fields. Wisconsin's entrance into manufacturing and the place she holds today is told by the authors, Hotchkiss and Cannon, in this eighth installment of the "Know Wisconsin Better" series.

"The Little Partner of the Badger Weekly"

Build Wisconsin

been written, so that the brief picture attempted here must sketch with the broadest strokes.

Four Necessary Factors

Manufacturing depends on a proper balance of raw materials, cheap power, markets, and man. Wisconsin's native raw materials of greatest abundance have

Beg Your Pardon,- In last week's edition of the "Know Wisconsin Better" series, we slighted Wisconsin. She is even greater than we thought. Instead of 150 cow testing associations, the number at the present time reaches 170. More than 4550 farmers are engaged in this work and every month they test about 60,000 cows. Work with accredited herds is also far advanced. At the present time 6,785 herds have been officially accredited as being free of tuberculosis and 954,867 are under inspection.

in this week's story

Please Insert Correction

come from the forests and the farms. Of an abundance just as great are the nearby supplies of iron and steel, copper, brass, and zinc for the metal trades. Cheap power is present in great quantities in the streams of the state and in cheap coal from Illinois. The markets close at hand are now of vast consuming power and are increasing with great rapidity; while more distant markets are easily reached by cheap transportation.

The fourth factor - men - involves much that can only be implied. It must suffice to say that the rewards of leadership in manufacturing has attracted more and even better brains than were attracted to the less remunerative and more public service of leadership in the development of agriculture. It was the capital and men of the White Pine lumber industry of Wisconsin, Michigan, and northern Minnesota that developed the tremendous timber industry of the West and South.

Built Around Lumbering

The timber resources of Wisconsin are the basis of the state's most important industries. As the timber was mostly in the northern half of the state the sawing of lumber, and the manufacture of finished products - doors, win-

dows, wooden ware, boxes, refrigerators, and many kinds of home and office furniture - are located there. Wherever you may live there is a fairly good chance that the fine doors of your home or your office are from Oshkosh, a large manufacturing city on Lake Winnebago. It is almost a certainty that you have used Oshkosh matches. Church and school furniture is made in large quantities in a lake shore city, Manitowoc. Wood working industries are among the largest in the more important cities of the whole northern half of the state.

The magnitude of the lumber industry made an excellent market for the special machinery needed, and resulted in an important manufacturing industry which found its chief development in Eau Claire, Wausau, and Milwaukee. In these cities is made a fair part of the mill machinery for the lumbering industry of the whole country - mostly types of machines that were invented for the industry when it was at its height in Wisconsin.

Too Many Grand Rapids

A later development of the wood using industries came from the abundant supplies of pulp wood near to the splendid water of the lower Fox Valley. Here the river drops 165 feet in the short distance between Lake Winnebago - a splendid storage reservoir - and Green Bay. This situation made possible the great pulp and paper mills of this valley which occupy every available power site.

The success of the paper industry here led to the development of large mills on the Wisconsin River at Wisconsin Rapids, (on all the maps as Grand Rapids), the city recently changed its name to avoid confusion with the numerous "Grand Rapids" in other states - Stevens Point, Wausau, and at smaller cities along this river. The Chippewa River water powers were also first developed largely to make pulp and paper, at Eau Claire and other cities farther up the stream.

Industries Supply Farmers

The manufacturing industries of the southern part of the state are based on the more varied demands of the large city and farm population. The Madison-Janesville - Beloit region produces large quantities of farm implements, tractors, plows, gas engines, pumps, windmills, wagons, and other tools the farmer needs. In Racine, on the Lake Michigan short south of Milwaukee - is one of the largest threshing machine factories in the world. Its produce helps the farmers of Argentine and South Africa and Siberia as well as those in our own western lands to separate their wheat from the straw.

Grain binders - which, by the way, were invented by an 18 year old Wisconsin farmer boy in 1858 - are made in Milwaukee. Small farm machinery factories are found in many cities and villages over the state, those mentioned are only a few of the largest.

Best Harbor on the Lakes

The metropolis of the state is Milwaukee - one of the four great cities on the Great Lakes. It has a better harbor than any of the other three. This is naturally the greatest manufacturing city in the state. Ask any loyal Mil-

waukeean if the well advertised product which supposedly "made Milwaukee famous" ("In the rare old, fair old golden days" to quote the old song) was not the principal product of his city, and he will indignantly deny it, quoting you reams of figures to prove that the brewing of malt liquors was only a small part of the industrial product of his city. You noticed the "was". The 18th amendment ended - but why digress into such a dry subject.

The manufacturing industries of Milwaukee have grown along lines established in the early days. In 1847-8 the first city directory noted the "extensive manufactories". "They include a woolen factory, two iron foundries, an edge tool factory, a sash factory, a planing mill, a tub and pail factory, two grist mills, a saw mill, a tannery, and several turning shops. Besides these establishments situated on the water power there were; two iron foundries, a soap and candle factory, and a starch factory."

Output Worth Millions

In 1871 the Chamber of Commerce gave a list of the advantages of the city for manufacturing purposes, closing its enumeration with the following: "A large proportion of the population of Milwaukee is composed of thrifty, frugal, industrious Germans, each of whom owns a little land about his house, and sports a pig or two, and sends his troop of children to school and lays up money on nine dollars a week."

In 1920 the output of the Milwaukee metal trades industries was valued at \$330,000,000.00, of the leather industry the value was \$93,000,000.00. Food and allied products totalled \$166,000,000.00, textiles \$77,000,000.00. Wood products amounted to \$58,000,000.00, chemicals, drugs and allied industries produced goods valued at \$56,000,000.00, and other industries brought the total to \$826,000,000.00 as the value of the output of Milwaukee's 1440 factories and their 132,000 workmen.

The diversity of enterprise that has made Milwaukee famous the country over has served as a model for other Badger cities. On a correspondingly smaller scale they have built their industries strikingly similar to those of the state's metropolis. Next week the authors, Hotchkiss and Cannon, will review the industries of other Wisconsin cities. Look for the continuation of this interesting All-Wisconsin story in next week's issue of The _____.

WEEKLY GIVES FREE ADS
FOR PURE BRED SIRES

THAT sound community progress is often dependent on the agricultural condition of the section is well known to the editors of

THE LONG PRAIRIE (Minnesota) LEADER. This is shown by their offer to aid the farmers of their county to exchange pure bred sires. The following announcement, appearing on last week's agricultural page, explains it all:

"WANTED TO EXCHANGE - THE LEADER will run free of charge advertisements in this department for those who want to exchange pure bred sires with Todd county farmers. If you have used your sire until you desire to change and will exchange him with some other farmer in the county, send us the facts and we will advertise him for you free."

Farmers who live in Todd county, Minnesota, should consider themselves fortunate.

Build Wisconsin

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WISCONSIN RANKS THIRD IN WATERPOWER DEVELOPMENT

Use of Natural Resources
Encourages Efficient
Manufacturing in
the State



MILWAUKEE'S dominant industry is the manufacture of iron and steel products. In this it is like all the large cities on the Great Lakes from Buffalo to Chicago and Duluth. This is a natural development from the fact that about 80 per cent of the iron ore produced in the United States comes from the Lake Superior iron ranges. In Milwaukee were made many of the great steam shovels that dug the Panama Canal. The greatest mine hoist in the world - that hoists 20,000 pounds of ore at express train speed from a mile down in the earth - was made in Milwaukee shops.

The largest combined hydro-electric unit in the world - used at Niagara Falls - was constructed at Milwaukee. No matter in what part of the world

Editor's Note - Here is another way of expressing Wisconsin's position in the manufacturing world. All Wisconsin folks could be seated on the chairs made each year in Sheboygan. The pearl industry of the Mississippi river is centralized at La Crosse and does an annual business of \$9,000,000. Stevens Point has the only factory in America devoted to the large scale production of artificial flies for fishing purposes. Other interesting facts of Wisconsin's great manufacturing industry are told in this ninth issue of the "Know Wisconsin Better" series.

you may be when next you see any powerful machine doing the work of thousands of horses, look at the maker's plate, and the chances are very good that you will find his address is Milwaukee.

"The Little Partner of the Badger Weekly"

Build Wisconsin

Milwaukee Leather Famous

The product of the tanneries of Milwaukee puts her in second place among the cities of the country - Philadelphia being **first**. With her great leather output she is naturally a leader in the production of leather goods. The only producer of gloves and leather mittens that exceeds Milwaukee are the twin cities of Gloversville and Johnstown, New York. Of greater value than the gloves and mittens is the product of the shoe factories.

The smaller cities along the shores of Lake Michigan and Superior have also developed large industries. Kenosha boasts of the **biggest** bed factory and is the home of a large automobile plant. Sheboygan is a chair manufacturing center and claims that the entire population of Wisconsin could be seated in the chairs made in that city every year.

A Model for the Country

Kohler, a suburb of Sheboygan, has attracted nation-wide attention as a model manufacturing city, having been planned and laid out by city planning experts. Knowing the type of the average manufacturing city, a visit to Kohler is a revelation. Instead of slovenly looking, smoke-begrimed homes, we find the homes of Kohler artistic and attractive. There is a community club house for the working men, a great stadium where band concerts are given and other festive occasions staged, and every effort has been made to develop a happy community life amidst surroundings of beauty and comfort.

Manitowoc has aluminum plants and ship yards. Ashland has immense ore docks and Superior, in addition to her ore docks, has huge coal docks and is an important grain shipping port. In the southern part of the state, Beloit and Janesville are the home of a number of large manufacturing plants.

La Crosse Has the Buttons

The state has some unique and unusual industries, among which may be mentioned the pearl button industry on the Mississippi River, centralized at La Crosse. The buttons are made from the mussel shells secured from the Mississippi and tributary streams. The pearl button output is valued at \$9,000,000 a year and in 1918 a single factory produced 3,000,000 gross of buttons.

In Oshkosh are two large grass rug manufacturing establishments using the tough wire grass from the marshes. The supply of the local marshes is not sufficient and grasses are shipped in from as far as northern Minnesota.

The only factory in America devoted to the large scale manufacturing of artificial flies for fishing purposes is located at Stevens Point. In a single year 400,000 peacock feathers, tons of hackles (chickens' neck feathers) the entire output of certain Spanish gut factories as well as quantities of the feathers of wild geese, are used in this factory. It has an annual production of 30,000,000 files and 50,000,000 steel hooks, in the manufacture of which over 300 girls are employed.

Wisconsin Power Best

One of the great factors in the recent development of manufacturing in Wisconsin has been the availability of waterpower. The city of Milwaukee receives a large part of its electric current from plants on the Wisconsin River a hundred miles away, and numerous smaller cities near by share with it in this privilege. The great Wisconsin dam at Chippewa Falls supplies power to St. Paul, Minneapolis and other large cities.

At this dam and a group of associated dams 16,300 horse power is developed with a prospective development in that section of 75,000 horsepower. It has a concrete spillway 910 feet long and the average output of the station is 140,000,000 kilowatt hours of electric energy per year, the current being distributed over 330 miles of transmission wire. Wisconsin has a great future in her waterpowers. It is estimated that her rivers are capable of developing over 500,000 horsepower, of which only 275,000 is being used. Only three states in the Union have developed more waterpower than Wisconsin.

force "If you ask any informed man in Wisconsin what single has had the largest influence for betterment in the Badger state, he will without doubt answer the _____". This is the first sentence of the tenth section of this Wisconsin story. What is this force? Think it over and then see next week's issue of The _____.

177 CARS ON 197 FARMS
IN CHIPPEWA COMMUNITY

MAKING use of the assessor's report, Editor W. H. Bridgman, of THE STANLEY REPUBLICAN, developed a strong page story on the agricultural condition of Worden, a town in Chippewa county that THE REPUBLICAN maintains is one of the richest districts in Wisconsin.

In the Worden community there are 197 farms. Local farmers have 177 automobiles, nearly a car apiece, and on these same farms there are no less than 108 silos. Daily these dairy farmers produce 54,895 pounds of milk for the local creameries and cheese factories. Editor Bridgman also gave a long list of interesting figures regarding this farming district and he also pointed out that this entire section had been carved out of the wilderness in 25 to 30 years.

Stories on the summer tour of the Wisconsin Press Association have been sent to the editors who were on last year's trip. Other editors who desire these stories can get them by writing to the Department of Agricultural Journalism, Wisconsin College of Agriculture

FARMS BETTER FOR SMALL TOWNS THAN FACTORIES

WILLIAM ALLEN WHITE, himself a small town man, and widely known editor of THE EMPORIA KANSAS GAZETTE, knows whereof he speaks when he says agriculture is the backbone of the average small town. White has outlined in the following editorial the surest way for the small town to expand and grow prosperous. Is there any reason why Editor White's plan won't work in Wisconsin? Here it is:

"Agriculture, said Herbert Hoover the other day, is a better town builder than industry. The remark is one that deserves more than passing notice. The chambers of commerce in nine out of every ten towns in the United States should have this very fact drilled into their systems. The majority of the American towns which now are straining their suspenders in an effort to pull factories in their direction will make more healthful progress if they forget the factories and extend a cooperative hand to the farmer.

Agriculture is the backbone of the average small town, but the town boosters are inclined to forget this fact. They labor under the mistaken notion that a good town means a bigger town and that a bunch of factories would solve their problems. The good will and noble-hearted support of the farmers in that town's trade territory are vastly more desirable than factories for the average town. This good will and this support will not come unsought and uninvited. The boosting of a community's agriculture will be bread cast upon the waters. The town will prosper without belching smoke stacks."

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DODGEVILLE WEEKLY BEATS LARGE PAPERS OF FRANCE

Y OUR paper is better and more interesting than those in the large provincial cities of France and most of those of Paris."

This is the greeting that Editor Granville Trace, of THE DODGEVILLE SUN-REPUBLIC, received from a college professor in France. Furthermore the professor wanted to learn whether or not this Iowa county weekly was published in a village?

In commenting on the French letter, Trace said his feelings were stirred with pride for several days. He then paid high compliments to the organizations that are aiding country editors to prepare live and attractive newspapers.

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PLANS ISSUE FOR FORMER SPRING VALLEY NATIVES

Y OUR home friends want to hear from you", is the appeal Editor Charles Lowater, of THE SUN, is making to former residents of

Spring Valley. No matter what they are doing or where they live, Lowater is waiting for a letter from the folks who at some time in their lives lived in this Pierce county community. After collecting this information the editor plans to use it in a special issue of THE SUN, known as the Absent Friends' number. So big is this task and so thoroughly does Lowater want to do it, that he now is asking the help of Spring Valley people in getting the addresses of former residents.

Editors of Wisconsin
Weeklies —
This is the First of
a Series of Articles
on the Summer
Press Tour of
the State
Press
Association
-1925.

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GEOGRAPHY AND
NATURE HELPED
EARLY BADGER

Editors Visit Typical Badger
Town. Note Romance
of Growth

DIVERSIFIED INDUSTRY REPLACE LUMBERING

By. G. H. Smith,
Department of Geology, University of Wisconsin.

For Badger Weeklies
Only —
Immediate

Release
Department of
Agricultural
Journalism,
Wisconsin College
of Agriculture

Editor's Note - Editors of Wisconsin's weekly newspapers and their friends will assemble in Appleton, August 6, for their annual summer tour of one of Wisconsin's leading agricultural and industrial sections.

Mixing business with pleasure the Badger editors have arranged an interesting itinerary through a section of Wisconsin that is noted for both its extensive agricultural development and its industrial activities. Seven counties will be traversed by the editorial caravan during this summer outing. They are Outagamie, Shawano, Langlade, Marathon, Portage, Waupaca and Brown. The editor of The _____ plans to accompany his fellow craftsmen on this trip.

Summer tours afford Wisconsin editors an opportunity to become better acquainted with their own state. The geographical lay-out and the industrial development of the route is pictured in this article. Other stories of the territory covered by the editors will follow in this paper. We hope to help readers of The _____ know Wisconsin better as a result of this trip.



WHEN touring Wisconsin on their annual summer trip, Badger country weekly editors will visit the typical Wisconsin city. Though extent and type of industry vary widely in the seven cities through which the editors' caravan will pass, they will note how each of these communities were built and how similarly they have been developed.

Starting their four-day automobile trip at Appleton, the editors will visit Waupaca, Stevens Point, Wausau, Antigo, Shawano and Green Bay.

Four of the seven cities to be visited in this press tour are river towns, situated on the banks of Badger rivers, large enough to contribute something to their growth and distinguish them from the smaller inland towns. Appleton and Green Bay are on the Lower Fox, and Stevens Point and Wausau on the Wisconsin River. A river may be used for power, for transportation or for water supply and all of these are merely ways in which a river site is usually of major importance in the growth of certain cities.

mailed 7-20-25.

APPLETON OLD AS THE STATE

The city of Appleton is as old as the state of Wisconsin. The first house was built in 1848, the year the state was admitted to the union. The site, later to be occupied by the city, was first chosen for Lawrence Institute, now Lawrence College. Appleton first was a college town, but in 1850 came the first sawmill the forerunner of other mills to use the timber of Wisconsin, first merely for lumber, but now a variety of products are manufactured from wood. In 1853 came the first grist mill, and flour milling as well as the sawing of lumber became established to supply the frontiersman with the necessities of life while he pioneered in the wilderness of the Fox River Valley.

Appleton was not long a pioneer village supplying the needs of the local community, but it grew in size and in variety of industries and shared her products with a larger community.

This growth has not been incidental, for if we examine the natural conditions of the site we will note that the environment has been conducive to growth. The choice of the site for a school may have been of first importance in the founding of Appleton, but geographical conditions are responsible for the growth of the city to its present size and give hope for a continued prosperity.

WATER POWER AIDED INDUSTRY

Appleton owes most of its growth to the waterpower developed from the three dams within the city. It has been necessary to install auxilliary steam plants to supplement the water power when the river is low. Lake Winnebago acts as a great reservoir regulating the flow of the Fox River, but nevertheless there is considerable fluctuation.

In any new community the manufacturing is usually primitive or simple, using only local raw materials. The most important raw material which was abundant near Appleton was a large supply of timber-pine, hemlock and hard woods. The rapids in the Lower Fox river supplied the power that converted the logs into lumber and other timber products.

EARLY FLOUR MILLING CENTER

In the seventies, Appleton was a flour milling city and a wheat market. At that time Wisconsin was one of the leading wheat states but that is now a part of the past. Kimberly, Clark and Company, now one of the largest paper manufacturers, were the owners of the large Genesee Flouring Mills. This shift from flour-milling to paper-making is really a readjustment of man's industries or occupations to changing raw materials.

Appleton has one of the fundamental requirements for manufacturing and that is power. The flour-milling industry is gone because the raw material - wheat - is no longer produced in large quantities near Appleton. The paper mills and other wood using plants have replaced it because the supply of timber nearby gave the industry its early start and now large expensive mills have been constructed and skilled labor developed, and even if the farms have encroached upon and replaced the forests, still sufficient wood is produced in northern Wisconsin and imported from Canada to keep the industry growing, - though the visitor in the city cannot see the forest that once supplied the wood.

PAPER MILLS IMPORTANT

Along with the development of paper manufacture are certain other industries that grow up to supply the demands of the paper and pulp mills. The Appleton Wire Works makes wire cloth or fourdrinier wires, cylinder moulds and other wire products for the paper industry.

In addition to the manufacture of paper and pulp, the manufacture of special machinery and equipment for the paper mills, there are factories that have been established here to utilize the paper in further manufacture. For example there are many specialties such as paper napkins, crepe paper, towels, folding boxes, cartons, note books, wrappers for soap, gum, shoes and bottles, etc.

INDUSTRY WELL DIVERSIFIED

Appleton then was first of all a college and saw-mill town, later a flour-milling town and now a typical paper-making town. It was founded in 1848 and now has a population of over 20,000 people. As already stated the principal manufactured product is paper and pulp and paper products. Among the leading paper mills are: Fox River Paper Company, Interlake Pulp and Paper Company, Kimberly-Clark Company, Patten Paper Company, Ltd., Riverside Fibre and Paper Company. These mills have a total capacity of several hundred thousand pounds of paper daily. Every evening a south bound paper train made up in the Fox River Valley carries this paper to the hundreds of printing presses waiting to convert white paper into newspaper, magazines and books.

Appleton must be considered as a typical small industrial city of Wisconsin in which the geographical conditions have assisted man in making it a thriving manufacturing city. It shows clearly how man and nature have cooperated to the benefit of human kind.

FARMING LEADS AT WAUPACA

Waupaca, a city of 3000 inhabitants, is typical of the dozens of similar cities in Wisconsin. It is the county seat of Waupaca County which was once a part of the virgin forest. But in recent years the pioneer farmer has encroached upon the forest and 86.5 per cent of the land is in farms, 56.4 per cent of the farm land is improved, showing that only a little over half of the land is really available for cultivation.

Waupaca is not a manufacturing city, but serves a useful function nevertheless. It is the market place for the products of the community where general farming is the principal occupation with a specialization in dairying and potato growing. Also it supplies the community with those products so necessary in modern life.

RIVER FAVORS STEVENS POINT

Stevens Point is the county seat of Portage County, and is situated near the geographical center of the state on the Wisconsin River. The population is about 14,000, made up of a variety of peoples, Polish, German, Scandinavian, British, American and others, all interested in winning a living from nature.

The location of Stevens Point on the Wisconsin River has been of foremost importance in making a thriving city here. In the early stages of the develop-

ment of an industrial city its first industries utilize some local raw material to supply the demands of the local community. First of all Stevens Point was a lumbering town, converting the logs into lumber for the farmers. But this was in the great timber area of the north and there was much more lumber than could be used at home. As a result of this surplus of timber other wood using industries came to Stevens Point. Today there are four paper mills: Consolidated Water Power and Paper Company, Stevens Point Pulp and Paper Company, Whiting-Plover Paper Company, and the Wisconsin River Paper and Pulp Company. There are two furniture factories, two sash and door factories, a box factory, a folding furniture factory and a toy factory.

Here at Stevens Point as at Appleton the water power and abundant pulp wood nearby, have made it possible for man to develop the wood using industries to first place in the city.

WAUSAU NOTED FOR LUMBER

Wausau, like Stevens Point, is a typical Wisconsin River City. It is the county seat of Marathon County and has a population of over 18,000. It would be repetition to relate all of the conditions that have given Wausau such an importance. Like Stevens Point, and for the same reasons, Wausau's principal industries use the timber of the nearby forests.

Among the principal factories are saw mills which have persisted down to the present. Wausau was originally a saw-mill town but now there is a diversity of industry making for more stable labor conditions. In addition to the saw-mills are paper mills, a sash and door factory, planing mills, box factories, excelsior works, mattress works, tanneries, veneer works and others. This list is comprehensive enough to illustrate the magnitude of Wausau's typical industry.

NEAR THE TOP OF THE STATE

Adjacent to the city are granite quarries for this part of the state is underlain by the ancient granites and other similar rocks. Rib Hill is made of quartzite and is the highest point in the state. This pinkish quartzite is made up almost wholly of the mineral quartz stained with a very small quantity of iron oxide. This mineral is used in the sand-paper and flint factory and the quartz mills in Wausau.

This is just another example how man uses the natural resources of the community. Timber and stone are excellent examples of these resources, but they are distinctly different. Man may carefully "harvest" a forest and it will reproduce itself in 25 to a 100 years, but when a mineral resource has been extracted it is gone for all time. If we cut our timber as we mine our minerals the forest will be gone also, so it behooves us as citizens of Wisconsin to use the greatest care and intelligence in the preservation of our natural resources, particularly our forests.

ANTIGO ONCE A TIMBER CENTER

In 1880 when Langlade County was organized the area was covered with a dense forest, and still has a large stand of hardwood timber. Antigo, the

county seat, was settled in 1876 and has grown to a city of 8,600 inhabitants. From the settlement down to the present, the rural people have been employed in the lumber industry removing the forests so that they might win the land for agricultural purposes. Forty years has presented a pageant of progress, first the virgin forest retreating before the pioneer's axe; the settler's log house among the stumps; and now the open fields with new and prosperous looking buildings.

Antigo has grown up as an adjustment to a forest environment. Like Wausau, Stevens Point, and Appleton her industries are based primarily upon the supply of wood. A list of the wood suing industries includes saw-mills, planing mills, shingle factories, hoop factories, pail and tub factories, veneer works and several others.

HEART OF POTATO DISTRICT

Antigo is at the center of one of the potato producing sections of the state, and there are 5 potato warehouses in the city. Some of the potato growers specialize in seed potatoes for the local and southern markets. The time is coming when the agricultural activities of the region will increase as more farm land is won from the forest.

SHAWANO TYPICAL BADGER TOWN

Shawano like Waupaca is a typical Wisconsin town. It is situated on the Wolf River and has a population of about 3500. Its principal industries are paper making - by the Wolf River Paper and Pulp Company, box manufacturing - by the Iwen Box and Veneer Company, and the Shawano Box Company, and other wood using factories.

Like other cities in this part of the state Shawano shares in the tourist trade, for this is a mecca for tired business men and women seeking a little rest and recreation among the many lakes the ancient glacier bestowed upon Wisconsin.

GREEN BAY WATER ROUTES EXTENSIVE

Back again to the Lower Fox River, but soon it is lost in the broad expanse of Green Bay, a finger like body of water west of Door Peninsula. The City of Green Bay is situated at the Junction of the Wolf and Fox Rivers just above the point where the latter flows into Green Bay. If there were no city here at all a student of geography studying the map of Wisconsin might put his finger down and say, "Here is an ideal site for a city." Why? Because here at the junction of two rivers at the head of a branch of the Great Lakes will be the cross-roads of commerce.

Green Bay is like Appleton in many respects but it is distinctly different in that it is commercial as well as industrial. And because of its situation the commerce has diversified her industries.

WRAPPED IN HISTORICAL LORE

Green Bay is one of the oldest cities of the state. Fourteen years after the landing of the Pilgrims, Jean Nicolet dressed in a Mandarin cloak landed among the Indians. The city now has grown to over 35,000, the largest city in

the Fox River Valley. The situation at the head of Green Bay is largely responsible for this growth. This makes it easy to import fuel by water and ship cheese and other products down the Great Lakes to the eastern markets.

Fort Howard was established here and under the protection of the military force Green Bay had additional opportunity for prosperity. From this protected city penetrated the first railroads to be followed later by other until at present the commercial facilities include the Chicago and Northwestern, Chicago, Milwaukee and St. Paul, and the Green Bay and Western railways.

The paper industry is one of the outstanding for the Northern Paper Mills are said to be the largest producers of toilet and paper towel manufactures in the world. The other two producers of paper are Hoberg Paper and Pulp Company and Fort Howard Paper Company.

GREAT ENTERPRISE NOTED

As a sample of the more diversity of industry here than at some of the other cities visited, one plant manufactures the Oneida trucks. The fishing industry is of some importance. Besides the paper mills there are ship yards, saw mills, flour mills, a grass rug factory, planing mills and many others.

If we are to evaluate the principal geographic factors that have contributed to the growth of Green Bay we would certainly put 'situation at the head of a navigable waterway' as of prime importance. This was the fundamental factor in making Green Bay a commercial city, first merely a fur trading post to become later a port handling a million tons of coal, and thousands of tons of grain annually.

MAN WORKS WITH NATURE

The early trader has been replaced by the modern commercial enterprises and industries have grown up to utilize the water power and the available raw materials.

Let us close our discussion with this geographical axiom: Geography and natural resources are passive but permissive factors in the development of any community. Man is the active factor; he cooperates with nature to get the best she has to offer.

Badger Country Editors -
Here is the second
article on the Tour
of the Summer Press
Association -
More will
follow
shortly -

(2)

For Wisconsin's Weeklies
Only -

OWNERS OPERATE
UPPER VALLEY
COUNTY FARMS

Immediate
Release
Department of
Agricultural
Journalism,
Wisconsin College
of Agriculture

Outagamie Is Famed For
Its Well Kept
Farmsteads

NOTED PAPER PRODUCING CENTER

By Robert Amundson, Agricultural Agent

Editor's Note - Starting at Appleton in Outagamie county, editors, members of the Wisconsin Press Association, are planning a four-day trip through seven Badger counties. The route selected for the editorial caravan is through one of the finest sections of the entire state. So much of interest will be found in this territory that the Editor of The _____ is giving space to tell of some of the bounties of this region. The development of Outagamie county is told in this story and, in next week's issue of The _____, more will be told of this interesting route.



WHEN the first white settler came in 1790 to the region, which is now known as Outagamie county, he located near the present site of Kaukauna.

Other Indian traders soon came, and small areas were cleared and devoted to corn, potatoes, and small grains. In 1843 a missionary to the Indians brought in a large colony of Dutch immigrants, who established themselves at Little Chute. In the same year the first houses were built at Appleton, the present county seat. The county was established in 1851. It is approximately rectangular in shape and has an area of 646 square miles, or 413,440 acres.

Up to 1840 the main occupation was fur trading, but after that date the cutting of white pine and hardwood forests was carried on rapidly, and the development of agriculture and manufacturing industries followed closely. The Fox River was the chief avenue of commerce before the building of the railroads, which began about 1860.

WINNEBAGO A NATURAL RESERVOIR

Excellent water-power facilities have been developed, and this region is famous as a paper and pulp producing center. Water powers in this stream are made especially valuable by the great natural reservoir afforded by Lake Winnebago. This lake has an area of over 300 square miles, and neither floods nor droughts cause any serious fluctuation in the flow of Fox River.

Appleton, the county seat is an important paper manufacturing town of about 22,000 inhabitants.

The population of Seymour is 1,109, of Hortonville 863, of Shiocton 536, of Black Creek 516, and of Bear Creek 341. By far the greater part of the population is American born.

WHERE REXFORD WROTE

It will be of historical interest for every Wisconsin editor to recall that at Shiocton lived and died Eku E. Rexford, author of the beautiful and beloved song, "Silver Threads Among the Gold".

Just to refresh our memories its verses are reproduced here:-

SILVER THREADS AMONG THE GOLD

Darling, I am growing old, --
Silver threads among the gold,
Shine upon my brow to-day, --
Life is fading fast away;
But, my darling, you will be, will be,
Always young and fair to me,
Yes! my darling, you will be --
Always young and fair to me.

When your hair is silver white, --
And your cheeks no longer bright,
With the roses of the May, --
I will kiss your lips and say;
Oh! my darling, mine alone, alone,
You have never older grown.
Yes! my darling, mine alone, --
You have never older grown.

INDIAN LANDS WANING

The Oneida Indian Reservation is situated on Duck Creek in the northeast corner of Outagamie county and the northwestern part of Brown county. It comprises over 60,000 acres, a little more than half of this area lying in Outagamie county. The Indians, as a rule, have done little to improve the land, but a few have cleared farms and built fine houses. During the last few years most of the Indians have been given the clear title of their lands, with the privilege of selling or disposing of them, and white settlers and land companies are rapidly getting control of a large part of the area.

Almost every point in the county is within four miles of a concrete road or which there are 156 miles completed.

WHERE LAND OWNERS FARM

There are 3,600 farms, 91 per cent of which are operated by owners. On these farms there are 2,600 silos, 40,000 head of milk cows, which brought in \$4,000,000 last year. Most of the milk is made into cheese and condensed milk.

The alfalfa acreage in Outagamie county was 900 in 1922. By 1924 there were about 7,000 acres seeded to alfalfa. Other important crops are cabbage which brought an income of \$400,000, potatoes, sugar beets \$109,000, canning crops, fruits and berries.

Hogs and poultry are also sources of considerable incomes. The sources of farm incomes are so varied that a slump in one commodity is usually offset by a good price on something else.

EDITORS ARE BUILDERS

Cooperating in all that promises for a greater agricultural development of the county are:--

the county agricultural committee are:-- Mike Mack, Shiocton; A. G. Meating, Appleton; Charles Schultz, Hortonville; Robert Carpenter, and M. Ryan, Appleton, (R. #7);

the press -- J. K. Kline, Post-Crescent, Appleton; F. H. Colburn, The Times, Black Creek; J. W. Haughton, Weekly Review, Hortonville; John McCay, Kaukauna Times, Kaukauna; H. J. Van Buren, The Press, Seymour; and F. H. Colburn, The News, Shiocton.

On their tour of the county, editors of Wisconsin papers are invited to note the following interesting features along the route of their pilgrimage:--

verdant alfalfa fields, the number of pure bred and grade dairy cows, where very many silos can be counted from one point, view of the Fox River valley, how the natural beauty of our rural districts is often marred by a conglomeration of bill boards, and the large condensary at New London.

Editors' Summer Trip Story for Badger Weekly
Editors. Immediate Release. Several more
stories to follow.

From the Department of Agricultural Journalism,
Wisconsin College of Agriculture

CENTRAL COUNTY
EMBRACES EMPIRE
WITHIN BORDERS

Marathon is Larger Than
Rhode Island: Abound
In Natural Resources

RENOWNED FOR PRODUCTIVE HERDS

By W. J. Rogan, Agricultural Agent

Editor's Note - Did you know that one of Wisconsin's counties is larger than the entire state of Rhode Island? Marathon is this county. Badger country editors will tour through the state's largest county when they are on their summer trip, August 6 - 10. In this article county agent W. J. Rogan tells of the Marathon county and its industries. In next week's issue of The _____ more will be told of the interesting route over which the travelling editors will go.



ITH three leading types of soil, each highly productive, Marathon county takes high rank in farm production.

Soil experts, from the United States Department of Agriculture, have mapped three leading types of soil in the county. Varying in texture and topography each type is adopted to a wide range of crops and under proper management excellent yields of grain, corn, vegetables, hay and peas are obtained.

GREAT AREA YET FOR FARMS

With only twenty per cent of the total area of the county under the plow, allowing twenty per cent more for lands reserved for wood lots on farmsteads and another ten per cent held for pasturage by farmers, one can grasp what an enormous amount of fertile cut over lands still remains to invite the axe and plow of the settler.

Marathon county has an area of nearly a million acres, it is larger than the entire state of Rhode Island. Think of half of that state as being undeveloped and you have a picture of the lands still available for settlement in Marathon county. But while twenty per cent of the total land only is under cultivation one must remember too that cultivated farms, are found in every section together with churches, schools, cheese factories and creameries at practically every cross road. Thus the new settler has the advantage of securing unsettled lands cheap with ready markets, good roads, educational and religious facilities, railroads, and community centers, villages and cities close at hand.

NOTED AS A DAIRY DISTRICT

Marathon county has a right to be proud of her reputation as one of the leading counties in the state in the dairy industry. Much of this progress may be attributed to the ideal situation of the county, its natural adaptability to livestock development, and the character of its early settlers. As a result of the early work accomplished in laying a foundation for the future livestock progress, the county has made remarkable headway in the improvement of its herds.

More than 6000 farmers today are using their brains and energy to continue this livestock program in order to build their farm income and be assured that future generations will be granted the heritage of a soil equal in fertility to its virgin richness and a county of contented homes.

FARMERS WELL ORGANIZED

Neighborhood breed clubs federated into county wide organizations, cow testing association, functioning in practically all parts of the county all serve to bring farmers together to stimulate increased interest in dairying and to assist in the development of the industry.

The eighth cow testing association is now in operation in Marathon county. This interest in cow testing associations is simply another evidence of improvement. Culling boarder cows and low producers, determining the value of the herd sire, learning to feed more economically, increasing herd production in terms of butter fat, cooperating in purchasing feed in carload lots, stimulating interest and pleasure in dairying and best of all placing dairying on a business basis has been brought about through the cooperative efforts of hundreds of farmers.

C. T. A. WORK FAR ADVANCED

Close to two hundred and ten farmers with more than 3,000 cows on test gives one a comprehensive idea of the magnitude of this work. Similarly, tuberculosis eradication has been tackled with energy and foresight by Marathon county farmers. Working with the federal and state governments, the farmers in all sections of the county have made possible the placing of Marathon in second place in competition with sister counties in the number of herds now on the Federal accredited list.

Just such cooperation has helped to build a market for Marathon county cattle. Surplus cattle sold for dairy purposes through the office of the county agent and the secretaries of the various breed associations in the last few years have numbered high. Repeat orders have been supplied from many buyers. In fact, some purchasers have returned for two, four, and six carloads.

SEND STOCK TO OTHER STATES

These cattle have been shipped to Connecticut, New York, New Jersey, Iowa, Maryland, Virginia, Ohio, Illinois, Minnesota, North Dakota, Colorado, South Dakota, Pennsylvania, Kansas, California and many points in Wisconsin.

A great many sales in car lots have also been made by members in their local breed clubs and cow testing associations to buyers from other counties who have reshipped to other out-of-state points.

The production of pork and poultry which fits so well with the dairy industry is emphasized as important side lines on thousands of Marathon county farms. One hundred eighty-six cheese factories and creameries, thirty-five of which are marketing their cheese through the Wisconsin Cheese Producers' Federation are helping to afford the market for the milk produced upon the Marathon county farmers.

MANY ACRES OF PEAS GROWN

Suitable soil and climatic conditions have made Marathon county a natural place for the production of peas. Field peas have proven a very profitable crop from the livestock feeding standpoint and for the markets. Canning factories at Wausau, Athens, Dorchester, Stratford, Knowlton and Colby have made possible a splendid market for peas grown for human consumption.

The accomplishments of R. A. Moore, agronomist, College of Agriculture, in breeding Wisconsin No. 12 and Wisconsin No. 8 corn and of E. J. Delwiche of the Northern Branch Experimental Farms in breeding Wisconsin 25 corn have made possible the production of thousands of acres of corn in the county.

While years ago it was impossible to rank Marathon county as a leading corn county due to lack of standardization of the varieties, extension work and experience have emphasized the fact that these varieties can be grown successfully.

HARD ROADS IN COUNTY

Recognizing the fact that roads are very essential to the development of any progressive county, the county board of Marathon through its tax payers has made possible the last few years the connecting up with the state highway system of a wonderful net work of hard surface roads. Over 2,600 miles of roads have been built, connecting all sections of the county.

Thus are all parts of Marathon served with hard surfaced and well kept roads. The program of the permanent concrete highway has already been started well on its way with over seven miles of concrete roads where the travel is the heaviest. In time all of the State Highway 10 cutting the county directly in two from the north to south and State Highway 16 cutting the county in twain from East to West will be concreted. Until then the roads are being kept in first class condition by a system of graveling with rotten granite and wash gravel which is found in practically all localities, enabling the convenient use of surfacing material at very little expense.

GIVES BEST TO CHILDREN

Marathon county has always provided the best that money can buy in facilities for educating the school child. Modern new buildings, well lighted and heated, have been erected in every section of the county so that the school child will have every opportunity to secure a good education.

Besides the many schools in the city of Wausau, Marathon county has over 244 graded and high schools in its rural districts and villages. A corps of 297 teachers are employed to instruct the 18,000 children of school age in the county.

PLANS FOR BETTER FARM LIFE

Marathon county is cooperating with the Agricultural Extension Service in making the farm home satisfying. Marathon County, located in the heart of Wisconsin's dairy and cheese industries has been fortunate the past five years in having the home demonstration work so well established. This home Demonstration agent is supported not alone by county funds, but also by state and federal funds.

COUNTY WOMEN GIVE AID

At present the county is well organized for home demonstration work. The chairman of the county board appoints a county committee, composed of three women which is known as the Committee on Home Demonstration Work. This committee works and plans with the home demonstration agent, the programs and projects to be carried out in the clubs during the coming year. Besides this a woman chairman is appointed for each township and village, who represents the work in her community. These women all work without salary. This is only one example of the splendid cooperation which the people of Marathon county give.

Since Marathon county has nearly a million acres with 6,058 farms, it would be impossible for the home demonstration agent to come in contact with every woman in her home, so there have been organized women's clubs throughout the county where neighborhood groups of women meet at a stated time at various places to discuss their home problems with a view of helping each other solve these problems.

Community organization has been divided into three parts: the women's clubs, girls' clubs and community clubs. All of these are mighty forces working for the betterment of Marathon county.

Ranking high among the forces which are promoting the agricultural and industrial growth of the county is the county agricultural committee - It is composed of Gush Doering, Athens, chairman; A. R. Thiede, Wausau; Joe Carpenter, Ringle; Wm. Lonsdorf, Athens; and Leo Konkak, Wittenburg, R. #1.

The press, too, is helping. It includes The Athens Record, A. Neuschwander, editor; Colby Phonograph, R. N. Markus; Edgar News, E. B. Sukins; Marathon Times, Homer Amundson; The Mosinee Times, L. E. Osborne; Spencer Record, James W. LaBelle; The Stratford Journal, W. E. Stoothoff; Marathon County Register, Unity, Bert Walters; The Wausau Pilot, E. B. Thayer, Jr., and The Milan Sentinel, E. C. Clark.

Wisconsin Editors - Here's another story on the Summer
Tour of the Badger Country Editors. All of these
articles can be Localized, if used during the trip.
From the Department of Agricultural Journalism,
Wisconsin College of Agriculture!

HISTORY SUPPLIES
BACKGROUND FOR
INDUSTRIAL GROWTH

Brown County Famed In
History and a Leader
in Industry

HAS ENVIABLE RECORD IN FARMING

By J. N. Kavanaugh, Agricultural Agent

Editor's Note - Historically, Brown county is one of the most famous sections of Wisconsin. Badger country editors, members of the Wisconsin Press Association, are making it a point to visit many interesting Brown county points. Their four-day trip will terminate in Green Bay on August 10. On this tour they will pass through some of Wisconsin's most interesting communities. Because of the unusual interest in the trip the editor of The _____ is devoting space in these columns to a description of the industries and activities enroute.



JUST fourteen years after the Pilgrims landed from the Mayflower at Plymouth, the first French explorers and voyageurs were paddling their canoes up the shores of Green Bay and Fox River. Events which have since transpired have made Green Bay a point of great historic interest. Some of the interesting incidents of this pioneer history would be recalled on an imaginary trip starting at the Beaumont Hotel in Green Bay journeying to 20 historic points located in the vicinity of Green Bay and De Pere.

Hotel Now on Indian Site

The Beaumont Hotel is erected upon land which once formed the site of a village of Sac Indians. This village was destroyed by French soldiers in 1746 after members of the tribe had killed Captain DeVillers, commandant of Fort St. Francis.

The spot is famous, moreover, as a hotel site first being so occupied in 1833, secondly in 1863, and finally by the present Beaumont in 1910. Major Zachary Taylor, later a general and finally President of the United States, entertained his guests here while commanding at Fort Howard. Jefferson Davis, president of the Confederacy, stopped here while visiting his West Point classmates at the Fort. Men of prominence in the making of national and Wisconsin history were entertained at Beaumont hotel on this historic site.

Americans Take Charge

The French erected, in 1701, a fort on the area known as Green Bay and called it St. Francis. The English rebuilt it in 1761 and called it Fort Edward Augustus. On July 16th, 1816 American troops occupied the post and renamed it Fort Howard.

The building was removed from the old fort site in 1865. It was famous as the home of Dr. William Beaumont, honored by the American Medical Association as a pioneer investigator and writer on physiological subjects.

The Tank Cottage, built by Joseph Roy in 1795 and purchased by Jacques Porlier in 1820, is recognized by the Wisconsin Historical Society as the oldest building in the state of Wisconsin. It was later occupied by Otto Tank.

Miller Chose His Patrons

At Dutchman's Creek, LaRiviere Glaise, stood the home of Judge Charles Reaume, a French magistrate. Here was located the mill of Dominick Brunette, who during the war of 1812 became famous through his refusal to grind corn for English soldiers.

The grave of Ashwaubemie lies at the junction of the Ashwaubenon and the Fox. As a young Indian brave, he rescued Waubenauqua (Morning Star), daughter of Chief Ashkeencebeway, from the Chippewas. In gratitude the old chief gave him the young woman whose life he had saved and, with her, an estate consisting of the land extending from the Ashwaubene to DePere.

The St. Francis Xavier Mission, which was erected by Pere Claude Allouez in 1671, was destroyed by the Indians in 1687.

Home of Governor Doty

The residence of James Duane Doty, which was built in 1825, was later sold to the United States Government for an Indian agency. Doty was judge of the first United States court established west of Detroit. He was also second territorial governor of Wisconsin.

The first court house erected west of Detroit was constructed shortly after the war of 1812. Chief Oshkosh was tried in the building for the murder of a young Indian.

In 1819 the troops were removed by Colonel Joseph Lee Smith to this location from Fort Howard. A stockade and barracks were erected but the command was later removed to the old fort at the river mouth.

Martin Helped Form State

The Morgan Lewis Martin residence was built in 1838. Martin incorporated the Fox River Improvement Company and completed the Fox-Wisconsin River canal project. As a member of congress in 1846, he introduced the bill which made Wisconsin a state.

When viewing the residence of Timothy Otis Howe we are reminded that Howe was the first United States Senator from Wisconsin and that he served as postmaster-general in President Chester A. Arthur's cabinet.

Every banker will be interested to know that the first bank in Wisconsin was also the first financial institution west of Detroit. It was chartered by the Territory of Michigan in 1835 and located in a building owned by John Jacob Astor.

Wisconsin's First Farm

In this historic section is also located the first farm west of Detroit. It was cleared and cultivated by Charles de Langlade shortly after 1745. Indians had cultivated land in the Mississippi Valley previous to that time but de Langlade was the first white to operate a farm in the entire district.

On the home site of Charles de Langlade was erected the home of the first white resident in Wisconsin. It was located on the river bank with the front door opening directly upon the water.

Any one privileged to visit the Green Bay museum is readily convinced that this institution contains a wealth of historic data and relics. It is one of the most complete collections of its kind in the Middle West.

An inspection of the residence built by Henry S. Baird would serve to remind us that Baird was the first practicing attorney west of Detroit. He was chairman of the first Wisconsin Territorial Assembly held in Green Bay on January 1st, 1834.

Daniel Whitney platted the village of Navarino in 1834. It was later combined with the village of Astor to form Green Bay. It was the first plat issued in the state of Wisconsin.

Nicolet's landing place is marked to commemorate Jean Nicolet landing below this bluff in 1634, just fourteen years after the Pilgrims came to Plymouth.

Ranks High in Agriculture

Brown has always been a leader as an agricultural county. During the last six years a corn growing contest was held by the College of Agriculture and Brown county participated in a highly creditable manner. In 1919 Joe

Schneider, of this county, won the contest with a yield of 120 bushels of shelled corn per acre. In 1920 Jacobsen Brothers of Brown county, won the contest with 138 bushels of shelled corn per acre. In 1922 Tom Moore, of Brown county, won with 156 bushels of shelled corn per acre. In 1923 John Wandrash, also of Brown county, won with 148 bushels of corn per acre. By winning this contest four years out of six Brown county has demonstrated its leadership as a corn growing county.

During the past six years Brown county has won first place at the State Grain show, three times and second place the other three times. From 1920 to 1923 the percentage of alfalfa was increased more than in any other county in the state. Our percent of increase was 960. The next highest county had an increase of 700 per cent.

Brown county dairymen are weeding out their boarder cows and are feeding their herds better, as the result of six cow testing associations which were organized in this county and are still running. We expect to have eight cow testing associations by December 1925.

On the banks of Fox River at DePere is located one of the finest fair grounds in the state of Wisconsin. The Northeastern Wisconsin Fair has done as much for boys and girls club work as has any other district fair in the state.

Highways Well Built

The highway system is one of the splendid features of Brown county which visitors remember. Radiating from Green Bay and DePere are splendid concrete roads which ~~top~~ every community in the county. The signs at the county line on all highways informing you that you are entering Brown county, are unnecessary for --

Where the hand clasp is a little stronger,
Where the smile lasts a little longer;
Where there is less of selling and more of
giving;
That's where Brown county begins.

Both the county agricultural committee and the press are helping to make Brown county better in every way. The agricultural committee consists of Lewis Kimid, of Wrightstown, chairman; E. A. Seymour, Green Bay, secretary; A. R. Pamperin, Green Bay; R. A. Ryan, De Pere; and Peter Erickson, of Denmark.

The Brown county press is made up of some of Wisconsin's most progressive papers. They are THE DENMARK PRESS, J. R. Saturan, Editor; GREEN BAY PRESS GAZETTE, J. K. Kline, Editor; GREEN BAY LANDSMANN, M. V. Mies, Editor; and THE DE PERE JOURNAL DEMOCRAT, John Kuypers, Editor.

Badger Editors on Tour

From Department of Agricultural Journalism
Wisconsin College of Agriculture

WAUPACA MAKING
RAPID STEPS IN
STOCK PRODUCTION

County Has Won Recognition
in Dairying and as
Potato Center

PROMOTE ACCREDITED HERD WORK

By D. F. Burnham

Editor's Note - Famed far and wide as a center for well bred live stock, Waupaca will have a special appeal for members of the Wisconsin Press Association when they tour this section of the state on a four day trip. In this county good dairy cows are the chief mainstay of the community and they are supported by acres and acres of potatoes. That agriculture is after all the paramount industry of the state will be written on both sides of the road when the editorial caravan drives through many of these counties. Waupaca is no exception. The editor of The _____ urges folks of this community to keep Waupaca and the other counties in mind when they are thinking of a summer trip. More articles on the route will be given in later issues of The _____.

WAUPACA county was first seen by the white man in June, 1849. Only three or four families survived the winter of '49 and '50. By 1853 Waupaca had a newspaper, a church and a portion of the large Lutheran church, now standing at Scandinavia, was erected. Many business houses and farm homes had been erected and the southern half of the county was quite well settled.

The first crop was wheat. This was hauled by teams to Berlin or to Gills Landing; some was milled and taken to the pineries in northern part of county or to Wausau and vicinity. Corn and pork were also produced and marketed in lumber districts to the north. Logs were shipped down the rivers to St. Louis or to Oshkosh.

mailed 7/29/25

Railroads Built in '71

After the close of the Civil war clover seed was added to the list of exports from the county. The Soo railroad was extended through the southern towns of county in 1871; and the Green Bay & Western from New London to Scandinavia and on west in 1872. Dairying was carried on in a small way at that time and a little later the first cheese factory was erected and operated by the late Charles Gibson at Lind Center.

Soon after the railroads were in operation, the raising of potatoes was increased and this cash crop was added to the products of the sandy area along both lines of railroad that crossed the county. Barley was introduced in great quantities to supply the breweries of this section and was also shipped to other nearby points. A distillery was operated at Weyauwega at the same time flour mills were built on banks of the river. Two breweries were also located at Weyauwega in early days.

Livestock Chief Mainstay

Nearly sixty years ago a woollen mill was started in the old mill one mile from Waupaca, on highway No. 18. For nearly fifty years that mill was operated by the late J. W. Evans and it used large quantities of wool produced on the farms in this section. Live stock has been the mainstay of the county more largely than potatoes, except in a comparatively small area in southwestern portion of the county, and this is quite as true today.

The county has about 55,000 head of cattle as shown by the census taken in December, 1923, when the T. B. eradication campaign was on. Blank petitions were sent into every school district and twenty four districts signed up 100 per cent of all cattle owners and in the county 64 per cent of all cattle owners favored the movement. Four other counties that had applied ahead of this county had duplicate signatures so a recanvass was necessary, but here every owner's name was recorded whether for or against the test. Fewer than one per cent of cattle will react in this county wide T.B. test.

Waupaca Cows Sell High

Annual shipments of dairy cows and heifers reach about 5,000 head or about 9 per cent of the total number of cattle kept on farms of the county. Thirty-two mature animals were sent to the National Dairy Show for sale in the Grade sale; and cows reared in Waupaca county topped the sale in both breeds, Holstein and Guernsey. The Guernsey that sold for \$260.00 at five years was reared by a boy of thirteen at the time of the sale. The Guernseys were sold to G. E. Tarbell for his farm at Green, New York. Most of the Holsteins were sold to parties in Minnesota. Waupaca county cows averaged about \$34.00 more than all grade cows sold at the National Dairy Show.

Waupaca county has more than 3,100 silos, more than one for every quarter section of farm, swamp, and timber land in its entire area including cities and villages. Heifers and cows are well fed and are noted for their size.

Dairy Cows Support County

Waupaca county has more than 2,000 purebred females and 1,200 purebred sires. In United States, there are 22 purebred females for every thousand females over six months of age. In Wisconsin the ratio is 33 to every thousand, while Waupaca county has 56 purebred females in every thousand head of females over six months of age.

Waupaca county's 37,000 dairy cows produced \$6,906,265.00 of Dairy Products in 1923, an average of \$185.00 per cow.

Waupaca county is the only county in Wisconsin having a Federal Veterinarian working exclusively within its area to guard the health of their animals. In their recent test only 326 cows reacted out of 44,280 tested.

Newspapers Lead Way

The press of this central Wisconsin county may well serve as an inspiration for newspapers of other Badger sections. When Waupaca dairymen decided in favor of county wide T. B. eradication, the press whole heartedly came to the aid of the movement and, along with the school teachers, waged one of the most intense and successful campaigns ever staged in behalf of this work. So successful were they that within a very short time all the cattle owners of the county had signed for the test.

And in more ways than this the Waupaca press has sensed its duty and has gone to the aid of the greatest industry practiced in the county - agriculture. That the editors have been well paid for their foresight is shown by the healthy condition of Waupaca agriculture. And the press, itself, has profited thereby.

The Waupaca county newspapers are: The Waupaca County Post, published at Waupaca by D. F. Burnham, Editor; Dairyman-Gazette, published at Clintonville by A. A. Washburn, Editor; the Clintonville Tribune, published at Clintonville by Earl F. Moldenhauer, Editor; Iola Herald, published at Iola; Manawa Advocate, published at Manawa by A. C. Walch, Editor; The Advertiser, published at Marion by E. Byers, Editor; The Press, published at New London by V. W. Zierke, Editor; New London Republican, published at New London by I. E. Cooley & Son; and The Chronicle, published at Wauwega by A. J. Rieck, Editor.

Badger Editors on Tour

*From Department of Agricultural Journalism,
Wisconsin College of Agriculture*

LANGLADE HAS
BULGING BINS;
CROWDED MOWS

County Widely Known for
Varied Industries
and Products

REPUTED AS RECREATION CENTER

By George E. Moore

Editor's Note - Langlade county has much to show Badger editors, members of the Wisconsin Press Association, when they visit this section of the state on their summer tour. The rapid strides that this comparatively new county is making will be a revelation to many of the travelers who come from other sections of Wisconsin. You, too would be touched by the constant hum of activity in Langlade county. When you plan your summer trip, keep this entire route in mind. It's 100 per cent Wisconsin.

LANGLADE is one of Wisconsin's young counties. It was not organized as a county until 1880 or after the majority of the state's counties were well developed and in operation. But the natural resources of the county were so great and favorable that the progress of development has been far beyond the expectations of pioneers of the eighties and nineties.

Melting Pot for Wisconsin

The early population came largely from other counties of the state and included nearly all nationalities common to Wisconsin. The progress made shows the sturdy, home loving people who came to brave the pioneer hardship of a newly organized county. Today Langlade county has seventeen organized towns and over 75,000 acres wrested from the forest land. No other county of this, or any other state can lay claim to as large an acreage of contiguous fine farm lands as can Langlade county.

The late President Charles R. Van Hise of the State University spoke of the Antigo flats as the most fertile region of the state. No crop failures have ever been reported and even this year when nearly all counties are claiming a shortage of hay crops, Langlade comes to the front with the most bountiful hay crop known in its history.

Ranks High in Education

Langlade county is known far and near as the county of fine farm homes. In education she stands in the first ranks. The rural school buildings and accommodations are among the best in the state. The high schools are most excellent. Realizing the importance of having trained teachers, a county normal school was established at Antigo where each year trained teachers are prepared for the services to be rendered in the rural schools. Langlade county, long known as a natural playground with its beautiful lakes and spring fed streams abounding with trout, pike, and black bass, the entire section a most attractive spot.

Still Has Good Timber

The late F. H. King of the State University wrote as follows regarding the lakes and streams as early as 1879: "They are beautiful sheets of water, clear, soft and deep, encircled by bold, fantastic rims and dotted with tree-clad island cones of such varied beauty in the autumn season that as one toils in unexpectedly upon them up the rapids of the narrow shaded rivers, he forgets his fatigue and revels in an exquisite garden of foliage plants."

Since the organization of Langlade county, the cut of the fine forests has gone on almost incessantly yet the county has got more excellent standing timber than any county in the state and has in its borders the finest cut over lands available for fine farm homes.

While factories and mills are in operation in many parts of the county, the industrial center is located at Antigo. This city is the gateway to the great summer resort district of northern Wisconsin. Its excellent pure water and delightful climate makes the surrounding community, itself, a mecca for outdoor enthusiasts. The prosperity that dwells in Antigo is a reflection on the general condition of the entire county. In this city stands a \$150,000 high school, a \$100,000 court house, a \$25,000 library, and a county normal school. Its three banks have deposits aggregating three million dollars.

Plants to handle farm produce, such as cheese warehouses, potato warehouses and canning factories, are located in the city. Active community organizations are boosting not only the city but the entire county.

The press that serves Langlade county is composed of the following newspapers: THE BANNER, E. Goebel, Editor, Antigo, Wisconsin; THE JOURNAL, Fred L. Berner, Editor, Antigo, Wisconsin; THE FARMERS JOURNAL, Fred L. Berner, Editor, Antigo, Wisconsin.

Badger Editors on Tour

From Department of Agricultural Journalism
Wisconsin College of Agriculture

PORTAGE COUNTY
WAS A PIONEER
IN MARL MINING

Specializes On Big Type
Guernseys; Many Records
Made

LOCATED IN CENTER OF STATE

By H. R. Noble, Agricultural Agent

Editor's Note - Wisconsin's country weekly editors, members of the State Press Association, are planning to visit Portage county when on their annual summer tour. The attractions which this section holds in store for tourists are numerous and well worth a trip for anyone who has learned of the State's beauty spots. Next week more will be told in The _____ of the route travelled by the editorial caravan this summer.



PORTAGE county is located very nearly in the geographical center of the state of Wisconsin. It is regular in its outline and would be a square of five townships each way but for the lack of the three townships which are a part of Wood county. The total area is 812 square miles, or approximately 519,680 acres.

Level and Rolling

The surface features of Portage county fall naturally into three divisions. Extending south from near the center of the north line of the county to the southern and south-western boundaries is an extensive belt of level land. On the south this has a width of about 18 miles and extends north along the western border to the Wisconsin River. As it extends north it becomes narrower and on the northern boundary line it is about 12 miles wide. Some very extensive marsh tracts occur within this area. To the west of this level stretch there are slopes that are long and gentle.

East of the level stretch, and covering about one third of the county, is a region where the surface is characteristic of a glacial region. Immediately bordering the level plain on the east is the terminal moraine of the late Wisconsin ice sheet making up a surface which ranges from level to hilly and rolling. This is the roughest and most irregular part of the county.

The Wisconsin River is the largest stream in the county. Here water power is being extensively developed and much more is available for development.

Early Settlers from East

The first settlers that came to Portage county came from Pennsylvania, Illinois, New York, Maine and a few from Canada. In 1910 the population of Portage county was 22,253. Of this 71.9 per cent was rural. This is an average of 27.4 people per square mile.

Stevens Point is the county seat and the largest town in the area. In 1910 it had a population of 8,692. This is the only place within the county that had a population of over 1,000 in 1910. Among other towns and villages are Junction City, Plover, Arnett, Amherst, Bancroft, Rosholt, Almond and Amherst Junction.

Cut by Four Railroads

Four railway systems have lines extending into this area and fairly good transportation facilities are afforded all parts of the county. The Soo Line crosses the county from southeast to northwest, passing through Amherst, Stevens Point, and Junction City. A branch of this road runs south from Stevens Point to Portage. The Green Bay & Western crosses the county from east to west through Amherst Jc., Plover and other points. It has a spur into Stevens Point from Plover. The Chicago, Milwaukee and St. Paul Railway traverses the extreme western side of the county, passing through Junction City. A branch of the Chicago and Northwestern extends into the northeastern corner of the county, reaching Rosholt.

Many fine highways are being constructed throughout the county. Rural free delivery reaches all parts of the county and the telephone is in common use in the country districts along with many radio sets.

The county has very widely differing types of soil within its borders. There are 78,592 acres of Plainfield sand, and 68,480 acres of Coloma sand within the county. The rest is made up of peat, sandy loams, and the heavier types of soils. The nationality of the county just now consists of Poles, Germans, Norwegians, and Swedes who moved there mostly between the years 1850 and 1870.

Farm Products for Market

The towns within the area provide markets for considerable farm produce, but most of the surplus from the farms is shipped to centers of population. Live stock goes mostly to Chicago and Milwaukee as does the potato crop. Dairy products find a market throughout the Middle West.

About 25 large deposits of marl are located in the eastern half of the county which will in time supply lime for every farm in that section. The first commercial excavating in the state was started near Nelsonville in the spring of 1923 and farmers are now using about 6,000 cubic yards annually. Marl sells for an average of 75 cents per cubic yard which is considerably less than the cost of limestone delivered. Other sources of lime are the papermills and we have one at Stevens Point from which farmers have hauled many thousands of tons during the last three years. We have also shipped in about 100 carloads of the lime sludge from paper mills located outside the county.

Noted for Guernseys

A large part of the eastern half of the county is known as the Guernsey section where large type grade and pure bred cows are developed. Very creditable records have been made by some of our pure bred breeders and only recently two worlds records were made by a beginner in the work. Pure bred cattle from this county have sold for as high as \$7000.

The production of potatoes and rye make up the two principal cash crops although large acreage of grain and cucumbers is also raised. Portage county ranks first in the state in the acreage of potatoes.

Can Boast of Many Co-ops

The bulk of the milk produced on farms is made into butter at thirteen creameries, most of which are cooperative. The county also boasts having twelve cheese factories all but one of which are located on the extreme northwestern end.

Our main slogan is "more alfalfa" and although we had only 214 acres in 1923 we estimate the acreage to be about 1500 in 1925 and it will continue upward.

The following is the agricultural program for Portage county for 1925: lime and alfalfa, new cow testing association, poultry projects, culling, club work of different kinds, minor projects, distribution of war explosives, fertilizer demonstrations, potato seed treatment, sweet clover pasture, and orchard treatment and management.

Behind the movement for better agriculture in Portage county is an active agricultural committee. Working with the county agent this body outlines and plans the work for the advancement of Portage rural districts. The members of the agricultural committee are M. J. Mersch, of Stevens Point, Alice Gordan, Stevens Point, Mike O'Keefe, Stevens Point, Charles Martin, Almond, and Charles Brady, of Bancroft.

Progress in the advancement of Portage county would be deterred were it not for the press. Strong active newspapers are carrying information that is helpful and constructive before these Badger folks. The following newspapers are operating within the confines of the county: The Amherst Advocate, J. L. Moberg, Editor; Rosholt Review, R. C. Woodhead, Editor; Stevens Point Gazette, G. W. Rogers, Editor; Stevens Point Journal, Frank W. Leahy, Editor; and the Gwiazda Polarno and the Rolnick, of Stevens Point, both edited by Paul Klimowiz.

Build Wisconsin

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WISCONSIN'S INDUSTRIES AIDED BY ITS UNIVERSITY

Investigation and Research at
State's University Aids
all Wisconsinites

IF YOU ask any informed man in Wisconsin what single institution has had the largest influence for betterment in the Badger State, he will without doubt answer the University of Wisconsin. President Emeritus Eliot of Harvard University has referred to the University of Wisconsin as "the leading state University". Theodore Roosevelt's comment was that "in no other state in the Union has any other university done the same work for the community that has been done in Wisconsin by the University of Wisconsin". Probably the best summary of the scope of the work undertaken by the University is found in the words of P. P. Claxton, United States Commissioner of Education:

Campus Large as the State

"The campus of the state University has come to be coextensive with the borders of the state whose people tax themselves for its support....."

Editor's Note - You may wonder, as many out-of-state visitors do, why Wisconsin has so many diverse industries. They are not the result of chance or idle planning. Like the hemp industry of the state, many have been built on careful study and investigation. Only after the entire situation was most properly studied was the hemp industry started in the state. Based on sound principles of economics, these industries have grown and have been a great asset to the Wisconsin in furnishing year-around employment to thousands of people. The forces that are continually on guard helping to build a better Wisconsin are told by Messrs. Hotchkiss and Cannon in this tenth issue of the "Know Wisconsin Better" series.

"The Little Partner of the Badger Weekly"

Build Wisconsin

Wherever men and women labor in the heat, or toil in the shadows, in field or forest, or mill or shop or mine, in legislative halls or executive offices, in society or in the home, at any task requiring an exact knowledge of facts, principles or laws, there the modern university sees both its duty and its opportunity".

The city of Madison, the seat of the University, has a unique situation, "a narrow, hilly isthmus between two lakes". Sir Edwin Arnold on a visit referred to it as "the most beautiful little city in the world". The magnificent new State Capitol, classed by architects as one of the most beautiful capitols in the world, gives it a distinction that might be envied by any city.

The immediate location of the University is an ideal one. It stands on the wooded heights overlooking Lake Mendota with its sweeping and irregular shore lines, commanding a scene of matchless beauty. The location is not only beautiful but offers every opportunity for outdoor sports and recreation. There are toboggan and ski slides on the campus, and skating and ico boating in winter and canoeing, motor boating, sailing, and swimming are summer pleasures made possible by Lake Mendota which for nearly two miles makes the boundary of the University grounds.

Stands for Service to State

While Wisconsin University has a splendid College of Letters and Science, with full courses in the cultured studies, a College of Engineering, Law School, and the various professional schools associated with an institution of this character, it has won its wide reputation because of its departure from some of the traditions of more conservative institutions, the broadening of its scope so that it does practical service to the people of the entire state. When the fiftieth anniversary of the University was celebrated "service to the commonwealth" was a motto displayed on the medal struck for the jubilee. It is this aspect of its activities that has given distinction to the University of Wisconsin and attracted the attention of educators not only in this country but abroad.

A reference to two of the departments in the University of Wisconsin which stress the practical side of education will be of interest in visualizing the scope of its activities--the work of the College of Agriculture and the University Extension Department.

The College of Agriculture occupies a dominant position in the agricultural life of the state. With the college itself at the head, the Experiment Station attached to it to ascertain the scientific facts and demonstrate their correctness, the Extension Division to spread this information, and the cooperation of agricultural organizations which it fosters, it takes within its scope the whole field of agricultural education - teaching, research, and extension. It determines what should be done and then through its many agencies goes out into the field and shows the farmer how to do it.

Contributions Given to World

The chief source of agricultural information in Wisconsin is the Agricultural Experiment Station attached to the College of Agriculture. The most noted achievement of the experiment station one which has given it world-wide fame and has been of untold value to the dairy industry of the world, was the invention of the famous Babcock milk test by Professor Babcock of this station. Ever since the discovery by De Laval in Sweden of the centrifugal process of separating cream from milk, agricultural chemists had sought a simple, accurate and quick method of measuring the butter fat content of milk. This process was the one thing needed to place cooperative dairying on a sound basis. After a long series of experiments Doctor Babcock in July, 1890, announced the discovery of a simple method of testing milk for butter fat. Within a short time the fame of the invention and the inventor was a wide-spread as the dairy industry. "The Babcock test was to associated dairying", says Dean Henry "what the Morse telegraph was to railroad operation". And be it said to the undying credit of Doctor Babcock, who still is connected with the faculty of the university, that he refused to have his discovery patented and gave it free to the world. Five other tests now in universal use in dairying have been invented or radically improved at the University of Wisconsin and together constitute the most important contributions made to the science of dairying in recent years.

Why Hemp is Grown

The Experiment Station is for the purpose of making such experiments in agriculture as will test out the various possibilities of improvement. The developments of the hemp industry is a case in point. The purpose of the tests which later resulted in the development of the industry was to get a rank growing crop that would be effective in ridding the soil of such weeds as quack grass and Canada thistles.

It was found that hemp was most successful in doing this. But this was not sufficient. No machinery had been developed which successfully harvested and treated this crop. Before it could be made a paying crop in Wisconsin this had to be done. So through the cooperation of the Experiment Station scientists and the machinery manufacturers a successful hemp harvesting machine was developed. The next step was to aid the miller, who had to treat the crop, in improving his machinery. Finally, there was the question of marketing, and in this connection the experiment station made a study of the entire fibre situation throughout the world in order to place suggestions before Wisconsin growers and millers. The result of all this was that Wisconsin quickly became the chief source of hemp in the United States.

The activities of the experiment station are too manifold to enumerate. It works on the problems of the reclamation and treatment of soils, improvement of the beet sugar, and tobacco industry, improvement of fruit varieties, more scientific methods of feeding, testing of herds with a view to raising standards of production, eradication of tuberculosis among dairy cattle, the prevention of potato scab and oat smut, and the discovery and dissemination of types of grains suited to Wisconsin conditions.

Wisconsin's leadership in agriculture, Hotchkiss and Cannon, authors of this story, point out, is due in no small measure to the work of the state college of agriculture. The enviable position that the Badger farmer holds in the eyes of the entire country will be told in the eleventh installment of the "Know Wisconsin Better", series that will appear in next week's issue of The

GLENN Frank, newly elected president of the University of Wisconsin, and editor of THE CENTURY MAGAZINE, recently told American educators at their annual meeting that there was news in ideas as well as in incidents.

U. W. PREXY WOULD
ANALYZE NEWS VALUES

Speaking before 6,000 educators, assembled from all parts of the country, Editor Frank is reported as saying that the press may well develop a technique for extracting news values that exist in formative ideas. He believes that in picturing news journalists should realize the significance of vivid ideas. And, in his opinion, it is the job of the school teacher to prove to the press that accuracy does not have to be unreadable.

"If the press and school can be brought to realize their joint responsibility in giving wide currency to these news ideas, idealisms and spiritual values upon which our future depends, we shall have both a better education and a better journalism", declared Dr. Frank.

During late years a "literature of despair" has found its way into the press, and Wisconsin's new educator would replace this with a "literature of hope". The new type of journalism, which is already gaining ground, will be based not on shallow optimism and prophesy of future good times but upon careful research and study. The press, itself, President Frank feels, must aid in popularizing this new type of journalism that is based on ideas.

DORCHESTER'S largest industry has just come to town. It's a large pea canning plant, and it was just completed in time to take care of this year's crop. Realizing that this canning factory was the biggest asset of the little town and the entire surrounding community, Editor Ray W. Hugoboom, of THE WEEKLY CLARION, played it up in a fashion that can well serve as a model for other community editors. By telling of the significance of the new plant in this Clark county community and without giving free advertising, the Dorchester editor handled the story in a way that made local folks feel that the factory was a step forward in the progress of the section. A large number of local names were mentioned in the story and sub heads were used to break up a page. The following sub heads, set in bold face type, tell a story in themselves: "Operate 7 Viners", "Employ Field Man", "Two Practical Men in Factory", "Acre Average not yet Known", "Stock Owned Locally", and "The Trail of a Pea". Eight cuts, all descriptive of phases of the Dorchester enterprise, were used by Hugoboom who gave his front page and nearly another full column to cover this important happening.

DORCHESTER OPENS
PEA CANNING PLANT

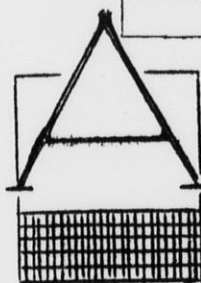
Build Wisconsin

Volume 3 August 3, 1925 Number 30

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.

WISCONSIN PRIZES EDUCATION HIGHLY

"Learn While Earning" Practiced
by Badger Folks. System
Big Aid for Farming



ABOUT thirty years ago the Wisconsin Experiment Station set about breeding pedigreed grains in a small way. Today Wisconsin is the leading pedigreed grain state in the Union. In 1906 the Wisconsin Experiment Association was organized for the purpose of giving immediate statewide dissemination to the improved strains developed at the station. The members of this association are former students of the University, to the number of two thousand farmers throughout the state. Seeds are furnished to these men who are skilled farmers. On a farm adjoining a main road two experimental tracts of grain are grown, pedigreed seed being used for one tract and poor seed for the other. The difference in the yield is striking and a sign is put up in the field telling the story. As the result of this work the average yield per acre of grain throughout the state has steadily increased through the use of pure bred grains, and today it is much higher than that of the nation at large.

Alfalfa Increase Important

As showing the actual returns from this work, figures are cited; taking the value of the yield per acre of five of the principal grain crops in the period before pure seeds were used, and in the period after, an increase of \$13,000,000 a year is shown, over a ten year period, or \$130,000,000 in all. On corn alone the average increase per acre was 3.3 bushels, which on a total acreage of 1,600,000 at eighty-seven cents per bushel, the farm price, meant an increase in values of \$4,350,000. A campaign to promote the planting of alfalfa resulted in increasing the acreage from 17,000 acres in 1910 to 87,000 in 1920, and in 1924 no less than 267,000 acres of this legume were cut.

Another Wisconsin development is the short course in agriculture which thus far has been attended by 5,500 students. It means two winters of intensive training at the University for farmers, - fifteen weeks each winter,

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at a time when farm work is not pressing.

Most of the students who take the short course return to their farms and become inspirational influences among their neighbors. The results de-

Editor's Note - People in all walks of life are affected by the educational system of Wisconsin. During the past year more than 26,000 students were enrolled in the correspondence courses offered by the State University and 62,000 more were aided through the state vocational and continuation schools. This interest in higher education bodes well for the future of the state.

monstrate the value of the course. It is an impressive sight to attend one of the lectures at the short course, or to visit a field demonstration and see the intense interest of the hundreds of farmers present. The Farmers' Week is another development. Thousands of farmers gather at the University yearly for a popular course of lectures and demonstrations.

Farming With Dynamite

"Blowing Wisconsin soil into productivity" is a phrase that may be used to describe the activity of the Wisconsin Experiment Station, which is working with other agencies in clearing the cut-over timber lands of the northern part of the state.

It is estimated that 50,000 acres of land were cleared in the year 1920, which meant that this land was more than doubled in value, and that thousands of productive farms were created.

In Marinette County, during 1919, the slogan was "Clear 18,000 acres in 1920." Banners were flaunted over the entire county. Every automobile carried one. In September a gala celebration attended by thousands of people was held to witness the blowing of stumps on the last acre. Undoubtedly no similar scene was ever before witnessed in this country. Farmers drove in from all parts of the county, and thousands of people were present to witness the big blow-up.

All the stumps in the acre chosen were whitewashed so they could be distinctly seen. The cartridges had been placed at each stump with electric wires connecting them to a point outside the field and thence to the stand where Dean Russell of the College of Agriculture threw a switch and blew an acre of cut-over land into productivity, filling the air with a cloud of stumps, dust, and scattered pieces of soil.

The use of "TNT for land clearing is an interesting story of the use of a waste product. When the European war closed, the Federal government had vast stores of this explosive ready for use. The first suggestion for its

disposal was to sink it in the ocean. The Experiment Station proved that it was useful for land clearing contrary to the belief of explosive experts, and got the government to distribute some of it among the farmers for this purpose.

Serves the People at Home

With a view to making "the campus of the University of Wisconsin co-extensive with the borders of the state", the University Extension Division was organized some years ago, a new departure in university work which had its inception in Wisconsin. Its purpose is to serve the people not able to attend the University and to supply them with educational opportunities for their specific needs. Its activities are along two main channels: Instruction under the direction of instructors who operate directly from the Extension Division or district branches of the Division, and correspondence study courses. The work of this department includes everybody seeking its services in the State of Wisconsin. Through it the individual is given an opportunity to carry on his education away from the university, learning while earning. The community is furnished with information and stimulated in many lines, both practical and cultural.

Up to July; 1920, a total of 111,267 students had been enrolled in the correspondence study courses. At the present time 26,000 students are studying in these courses, which include the studies found in the usual grade school, high school, or college, and also those given in professional schools.

Studies for Everybody

There are even district headquarters in the Extension Division where night classes are held under direction of instructors from the division. The Milwaukee district branch has 1200 students in its night classes. In these schools such subjects as accounting, commercial law, retailing, engineering, mechanical drawing, pharmacy, and kindred lines are taught in addition to mathematics, history, geography, and other studies of general educational value.

There is also a Department of Group and Community Service under which are bureaus of instruction by lectures, of municipal information, of community development, and of visual instruction. Lectures are sent and moving picture films are furnished to cities and villages which desire them. A village or city is struggling with the water problem; the Bureau of Municipal Information furnishes it with the facts showing how other communities have met and handled the problem. In 1920 about sixteen leading physicians, all specialists, either in private practice, or in the University College of Medicine, were instructors in the Extension Division, giving practical demonstrations of newer methods of diagnosis and treatment and being in touch with medical practitioners in the remotest part of the state.

Wide Demand for Books

The package library is another of the interesting features of the Extension Division. In the last two years more than 9,923 package libraries were sent out in the state. A Package library consists of an average of forty

of the most up-to-date articles selected by experts in various fields; and the entire citizenship of the state, the teacher, the boy in a rural school debating society, the business man preparing an argument to be made before a city council, or the member of a woman's club writing a paper in a small town, can have the extension service merely for the asking.

What is known as the Vocational or Continuation School is a characteristic Wisconsin development. Through the medium of these schools all young people working in the larger cities attend classes amounting to the equivalent of one day a week. The statute requires all children under the age of sixteen who are working to attend a continuation school eight hours per week. The eight hours are divided equally between industrial and related academic subjects. Forty-four cities of the state have such schools with an enrollment of 28,501 pupils attending the part-time day school and 33,502 at the evening continuation school.

Wisconsin, with its forests and streams and lakes, early became one of the favorite meeting places and hunting grounds of the Indians. Many landmarks now stand as monuments to the tribes, that once roamed over the state. Next week, in the twelfth issue of the "Know Wisconsin Better" series, the authors, Hotchkiss and Cannon, will tell of the Indian in Wisconsin.

WEST BEND NEWSPAPER
PRAISED BY FRAZIER



HAT West Bend merchants are passing up a good advertising medium is the key note of J. L. Frazier's comment on THE WEST BEND PILOT. Frazier, nationally known newspaper expert and a member of the staff of THE INLAND PRINTER, writes as follows to Editor George Bechwar:

"Your paper is beautifully printed, smooth and even all through, with just the right amount of ink. The first page is a beauty. We regret that so fine a paper, in which the amount of news is so intensive and so finely treated, is not more liberally supported by local business men. They may not realize, but in your paper they have the means of developing more business and, of course, more business for themselves."

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MARQUETTE WEEKLY
CHANGES OWNERSHIP



W. BROWNE, for many years publisher of THE MARQUETTE EPITOME, of Endeavor, and one of Wisconsin's oldest editors, has sold this weekly to J. A. La Belle, of Chicago. The new owner has already assumed charge. BUILD WISCONSIN extends the greeting of Badger newspaper corps to Editor La Belle.

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STATE COOPERATES IN STUDY OF TIMBER USES

Seek Better Ways of
Preserving and Utilizing
Wood Supplies



THE United States Forest Products Laboratory is located at the University of Wisconsin and works cooperatively with that institution. It is the only laboratory of the kind in the country and is engaged in research work on forest products. Its work has been summed up in the statement that its purpose is to make one tree do the work, or furnish the amount of material, that two trees did before. The claims actually paid by the railroads for loss and damage to goods in transit amounts to \$100,000,000 annually. This is partly because of improper construction of the boxes or containers. At the laboratory is a machine which simulated the hazards of transportation; just how and where a box fails is determined in this hexagonal drum testing machine. As the drum revolves slowly the box is tumbled about and subjected to rough treatment under close observation, the comparative merits of different designs determined, and improvements made.

The laboratory has been working on the development of better treatments of railroad ties. A pressure treating cylinder is used and various types of preservatives are forced into the wood and accurate observations made. About 140,000,000 cross ties are used annually by the railroads. A good preservative should at least double the life of a time and thus result in a very important saving. Investigations are being made in a process of kiln-drying oak in large sizes to obviate the necessity of taking several years to dry the wood by outdoor seasoning.

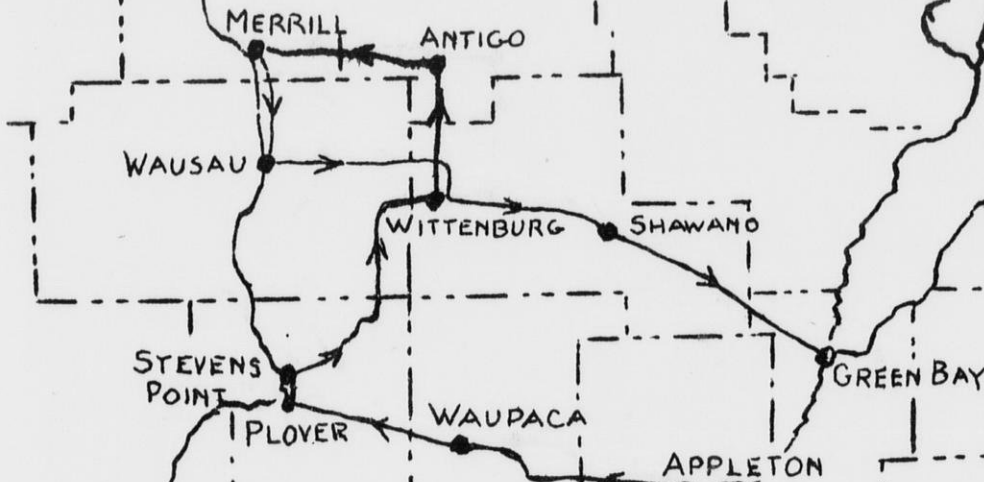
Tests are being made on aeroplane propellers to determine the extent to which material with knots and irregular grain can be used, and also on the use of wood in the frame work of aeroplanes. Many other tests of immense value to manufacturers are being made in connection with the manufacturers of plywood, the making of built-up wagon hubs, and the effect of humidity on built-up wood.

"The Little Partner of the Badger Weekly"

The Badger Editor "Atouring"

ASSEMBLING at Appleton, August 6, Wisconsin's country weekly editors, members of the Wisconsin Press Association, will start a four-day trip of the east central section of their state, passing through seven counties, -- Outagamie, Shawano, Langlade, Marathon, Portage, Waupaca and Brown.

ON THIS summer tour, the editorial caravan will get a close-up view of one of Wisconsin's most noted agricultural and industrial sections. Evidences of a great industry, once the mainstay of the entire section,



and now closely related to their own profession, will be unfolded to the editors as they travel over this territory that lumbering early made famous. Present monuments, as pulp and paper factories and furniture factories, indicate that the forests of the state still play an important part in contributing to the greatest of Wisconsin. As a producer of paper, without which editors would return to the days of parchment books, the Badger state stands third.

AT STEVENS Point, on the seventh, the editors and their friends will listen to Dean H. L. Russell, of the Wisconsin College of Agriculture, who will point out the need of preserving present forests and also the opportunity of reforesting a considerable amount of the state's cleared lands. The committee which has arranged this editorial tour, feel there is no group of professional men in the state who need a clearer conception of the forestry situation than the editors of the press.


WHEN the country editors disband at Green Bay, on the tenth of August, and ride off to their homes in all parts of the state, they will have a greater appreciation for the greatness of Wisconsin. They, too, will learn that the more one sees of the state, the better he likes it.

TOUR WISCONSIN FIRST


Build Wisconsin

Saves Thirty Million a Year

One unique piece of research work carried on at the Forest Products Laboratory may result in the American farmer utilizing sawdust as feed for his stock. Sawdust properly treated with sulphuric acid contains about 23 per



Editor's Note - The Forest Products' Laboratory, at Madison, is the only plant of its kind in this country. It is supported jointly by the Federal government and the state of Wisconsin, and through its various experiments is saving the nation millions each year. By finding new uses for lumber and by helping lumber users be more efficient in the manufacturing processes this laboratory is aiming to make one tree do the work that two did before. One of the unique experiments performed at the Forest Products' Laboratory is the de-inking of a newspaper. The chemists can remove the ink from a paper like that used in printing and then print again on the de-inked paper. When you are in our Capital city, it will be a worthwhile trip to visit this experimental laboratory to see the interesting experiments now in progress.



cent of sugar in a form similar to glucose. This sugar is separate from the sawdust in a centrifuge, and concentrated to a thick syrup in an evaporator. The Laboratory has made a study of the methods of taking turpentine from pine trees, resulting in methods that have come into use which yield more turpentine and destroy less timber. In these and other ways the Laboratory has increased production and decreased waste in the whole country to the amount of at least \$30,000,000 a year.

Wisconsin, with its forests and streams and lakes, was in the early days the meeting place and the hunting grounds of the Indians. It was so nearly ideal in this respect that in 1820 the United States Government chose Wisconsin as the state to which they sent a number of Indians from New York State. Members of the Stockbridge and Brothertown tribes were placed on the east shore of Lake Winnebago. The Brothertown tribe has almost disappeared or been merged with the whites. There are today 10,000 Indians in Wisconsin, most of them on Government Indian reservations, the balance on allotted lands. There are in the state four Chippewa reservations and one each for the Pottawattmie, Oneida, Menominee, Winnebago, and Stockbridge tribes.

Indian Names for Towns

Originally the Indians in the state were divided into two great groups speaking two languages, the Sioux and the Algonquin. The Sioux tribes were the Winnebagoes, Iowas, and Dakotas, and they were the first group of Indians in the state. The Algonquins came later, made up of the Pottawatomie, Menominee, Chippewa, Ottawa, and Sac and Fox tribes.

There are in the state many remarkable groups of Indian Mounds, the most unique of which are the effigy mounds bearing the shapes of animals. These are practically confined to Wisconsin, there being relatively few of them in other states. It is a rather remarkable and unusual fact that this type of mound should be limited to one state; but there are thousands of them in Wisconsin. Practically all of them are burial mounds, and the animal shapes were undoubtedly symbols in the Indian religious ceremonials. The only two man shaped mounds known are in this state.

Landmarks of the Indian

The red man had peculiar conception of arts, and while at times the effigy mounds bear striking resemblances to bears, dogs, and other animals, at other times the resemblance is rather remote. A turtle mound, for instance, has an exaggerated tail and looks somewhat like a dagger, the round body of the turtle being the handle. In the same way the tails of other animals are exaggerated to great lengths. A bird mound looks much like a pickaxe. In addition to these there are several intaglic "mounds" in the state, in which the effigy is sunk into the earth instead of being raised. There is one of them at Fort Atkinson. The Dewey Mounds near Mukwonago are a remarkable group, some of the figures being over 200 feet long. The Wisconsin Archaeological Society has for years been locating these mounds, making a study of them, and recently has been taking steps to preserve them and mark them with descriptive tablets.

There are several large collections of stone and metal Indian weapons in Wisconsin, such as flint and quartzite arrowheads and copper implements of different types. The State Historical Society at Madison has one of the best collections in America and there is a large collection at the Milwaukee Public Museum.

The authors of this Wisconsin history, Hotchkiss and Cannon, have planned two more installments, these will be given in the next two issues of The _____ . Next week they will tell of the reform legislature that was initiated in this state and has made Wisconsin famous where ever democracy is the form of government.

SEEKINS OPERATES JOURNAL;
NOW CONTROLS TWO WEEKLIES

BY taking over the management of THE STRATFORD JOURNAL, E. D. Seekins now directs two Wisconsin weekly newspapers, the other being THE EDGAR NEWS. Seekins succeeds W. E. Stochoff, who was forced to quit because of ill health. The late editor had worked hard with the Stratford weekly and had built the circulation of THE JOURNAL to more than 1,000.

Seekins came to Wisconsin from South Dakota last spring. Though young, he has had considerable newspaper experience. In making his introduction to the community, Seekins said: "We intend to give Stratford a good newsy newspaper, full of home news and a general review of the happenings of the community".

DUNN COUNTY ENTERTAINS VISITORS FROM SOUTHLAND

BUSINESS men and farmers from Oklahoma, Texas and Kansas, who have been touring Wisconsin and Minnesota, stopped in Dunn county to learn of the region's dairy industry. At this time Editor J. T. Flint, of THE DUNN COUNTY NEWS, helped to make a good impression for his county and the entire state by putting out an issue that was chock full of the things that the Southerners were up here to learn about. Farm news, well written and carefully set up, peeped out from all sections of this Menomonic weekly when the tourists came to town. Heads on these stories were so carefully prepared and so full of variety that they would have found a place of welcome on almost any Metropolitan daily. There was nothing flashy about this issue, not even a single cut was used, it gave the reader the impression it was just an ordinary issue, like the other 51 numbers.

Two boxes, with a hairline border, column wide and about six inches deep, were set on the front page, both of these being well balanced. One carried greetings to the visitors and the other gave some timely figures on the farm industry of the county.

Just a glance at the comprehensive heads gives a clear idea of stories in this issue. Here are a few from the front page:-

AREA TEST WILL BE STARTED THIS SEASON, IS BELIEF

Forty Herd-Owners at Hearing This Morning Favor T. B. Clean-Up

STATE HEAD SPEAKS

PROSPECTS BRIGHT FOR BUMPER CROP HERE THIS SEASON

Farm Conditions in Dunn County are Ahead of State, Hughes Says

RAIN DOES DAMAGE

Young Children Contract Disease from Milk, Dr. Healy Explains

Outlook for Entire Wisconsin Encouraging, State Report Declares

Other States Recognize Prowess Of Wisconsin in Dairy Industry

Many other stories, all timely and local, were in this issue of THE NEWS. Editor Flint had taken state reports and clip sheets from news agencies and had localized the material. After the southern visitors had scanned this Menomonic paper, they, no doubt, felt that any section would be a leader in the dairy industry that could boast of such a strong paper.

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WISCONSIN A PIONEER IN REFORM LEGISLATION

Many Movements of National
Importance Initiated
in Badger State



THE same motive which impelled the University of Wisconsin to develop an institution which is of service to all the people operated in placing Wisconsin in a position of leadership in developing advanced legislation on many public questions. The Wisconsin Tax Commission, which exercises general supervision over the valuation or property for tax purposes in the state, is one of the pioneers in this country. The Wisconsin Industrial Commission was established contemporaneously with similar commissions in California and Ohio, but it covers a much broader field than most such commissions, including not only workmen's compensation but health and sanitation, safety, employment offices, and other elements tending to conserve the well-being of the working classes of Wisconsin. Likewise the state was one of the pioneers in establishing a Railroad Commission and giving it supervision not only over steam railroads but over all public utilities.

Shouts Call to the Tourist

With the growth in the number of automobiles and an increase of motor touring, Wisconsin has set out to make provisions for tourists. The state is

Editor's Note - Not only in agriculture and industry is Wisconsin watched by other states but the work of her Government has been of deep interest to statesmen and students of political history in all parts of the world. For her political reforms, the state has won an enviable reputation, and every true Badger hopes that Wisconsin will continue to lead in movements that mean a better state.

now known as the Playground of the Middle West. Geographically, it is located in the midst of a group of rich and prosperous states which are not gifted with

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the scenic beauty - the lakes and forests - which the tourists seek. Topographically, as the brief description of the state in this article indicates, it was fashioned by Nature to be a playground in which thousands of people might spend part of the heated months under the wide open sky or in the shaded woodland. With a shore of 500 miles on two of the Great Lakes, girdled on the west by the Mississippi River, with thousands of lakes, a large area of forest country, interlaced by broad streams and small rivers, with a diversified topography, from prairie land to rolling hill and abrupt crags and heights, there is a wide variety of scenery for the tourist.

Hunters Enjoy Open Woods

The Wisconsin Conservation Commission was organized with a view to conserving the state's fish and game and to supervise several state parks, spots of unusual beauty which had been set aside by the state. There are several fish hatcheries devoted to the propagation of different species of game fish. The lakes of Wisconsin are the habitat of the small-mouth black bass and other species, the muskellunge, pike and pickerel, while her hundreds of small streams are the home of the much sought brook trout. Thousands of hunters go to the northern woods every fall to hunt deer. In the hunting season of 1919, 22,000 deer were secured by these hunters. It is estimated that a million wild ducks are bagged in the state every year. In 1920, 158,000 hunting licenses were issued.

State Maintains 8 Parks

There are eight state parks in Wisconsin. Peninsula Park is in the Door County Peninsula, north of Green Bay. It contains 4,000 acres, a wooded area along the Green Bay shore with striking scenery in the form of limestone bluffs as the shoreline. Inter-state Park is a tract of 580 acres, a portion of which lies in the State of Minnesota, and includes the rugged scenery along the Dells of the St. Croix. Twelve miles south of Superior is Pattison State Park, 660 acres, within which is the highest waterfall in the state, a drop of 160 feet.

Perrot Park includes Trempealeau Mountain, the most striking piece of rugged scenery on the Upper Mississippi River and the spot where Nicolas Perrot, the French explorer, built a fort and spent the winter of 1685-86. It is a tract of 580 acres. Nelson Dewey Park, named after the first governor of Wisconsin, contains 1800 acres at the junction of the Wisconsin and rivers in the southwestern part of the state. The scenery here is rugged and wild, commanding splendid view of the Mississippi and Wisconsin Valleys. Brule Park and forest-land is in the heart of the wooded country in northwestern Wisconsin, and includes 5,000 acres lying along the Brule River.

Cushing Memorial Park, a small area of eight acres, is located in Waukesha County at the birthplace of Lieutenant Cushing whose exploit in sinking the Confederate ram Albemarle is read in the school histories. Finally, Devil's Lake Park, 1400 acres, located thirty-five miles northwest of Madison, is visited by thousands of people every year to view its remarkable geological formations and mountainous scenery.

Besides these properties the state owns over 300,000 acres of school lands which have been protected from fire and which have been administered as state forests for a number of years. Much of this land fronts on some of the most beautiful of the Northern Wisconsin lakes, and stops are being taken to set it aside for park purposes. The state has wisely provided for the leasing for nominal sums of cottage sites in the forest reserve for summer campers.

In next week's issue of The _____, the authors, Hotchkiss and Cannon, will conclude this story of Wisconsin. This last issue is one of the best; it tells of the part Wisconsin played in the world war.

Reports from the West credit the Governor of Idaho as saying that this Western state is far superior to any state in the union for dairying. "The Wisconsin climate is colder and alfalfa raising there is very unsatisfactory", further reads the dispatch.

Huth Answers Idaho Governor on Dairying

To F. R. Huth, Editor of THE JOURNAL AND SENTINEL, Grantsburg, this is hardly correct, and in a recent editorial, he took an entire column of space to set the Idaho Governor right on the alfalfa and dairying question. Huth in defending Wisconsin's present position outlined the growth of Badger dairying. He traced the industry from the days of the chinch bug and told of the hardships of the early Badger pioneer. And then he presented figures to substantiate Wisconsin's claim for top honors in the dairy world. All this was done in a real convincing manner. Then, tactfully the Burnett county editor complimented Idaho by wishing her "God-speed in her undertaking". "But Wisconsin", he concluded, "Doesn't want to be laughed at by even the Governor of Idaho".

Readers of THE WEST BEND NEWS were treated, at the start of the month, to several important changes in that weekly. Besides making improvements in the make-up of the paper, Editor Joseph J. Huber entered THE NEWS in the ranks of the all-home-print papers. The size of the weekly was also reduced, it now being a seven column paper. These modifications were made possibly by the installation of a new Miehle cylinder press, on which four pages can be printed at one time. This new press replaces an old Potter press that has seen service for a generation or more in THE NEWS' office. While the old press could barely handle 1000 copies an hour, Editor Huber can now easily take care of 1,800 copies in the same time. By rearranging his equipment, the West Bend editor has made work in the plant more convenience and attractive.

Editor Huber Makes Important Changes

TO THE EDITORS - Speaking before members of the Wisconsin Press Association and local business men, at Stevens Point, Dean H. L. Russell carefully analyzed Wisconsin's forestry development. That our people need to be informed of the situation was expressed by the sixty or more editors who heard the Dean. The following story, requested by many of the editors, is sent only to the state's weekly press and is issued for publication.

STATE LAGS
IN FORESTRY
DEVELOPMENT

High Taxes and Fire Hazards
Make Reforestation
Impossible

NEEDS TAX REVISION



IF WISCONSIN is going to hold her position as the "Playgrounds of the Middle West", she must develop a constructive program of maintaining her woods and streams so as to appeal to the millions of city people who want to get away from streets and sidewalks. Without forests, Wisconsin would be unattractive to the tourist, a traveler who leaves nearly 90 million dollars in the pockets of Badger communities every year. And unless the present forests are saved and more planted, the great paper and pulp industry that now turns 88 million dollars a year into the coffers of Wisconsin people will soon fade in importance.

That Wisconsin lags in her reforestation program and that the development of the state's timber resources should start at once is the opinion of many Wisconsin men, who have watched the vast forests dwindle and a great industry diminish in size. Among those holding this opinion is Dean H. L. Russell, of the Wisconsin College of Agriculture.

Once Mainstay of State

WHILE lumbering was once the chief industry in the state and even though it has decreased in importance, Dean Russell points out that it is still one of Wisconsin's great assets. Because of excellent water power facilities, the state early became a center of the paper industry. At the present time there are 60 paper and pulp mills located in 32 Badger towns, representing an investment of 118 million dollars and returning annually 88 million dollars. More than 16,000 Wisconsin people, employed in this gigantic industry, receive an annual pay check of 20 million dollars.

Compared with other states, Wisconsin even today stands second in the production of pulp and third in the output of paper and newsprint.

AS THE timber from Wisconsin forests has been cut for the paper and pulp trade, it has become necessary to import lumber from other regions to keep the state's mills running. Last year, no less than 400,000 cords came into Wisconsin from Minnesota alone. Furthermore, the Dean shows that lumber shortage has caused many of the mills to change from the manufacture of newsprint to other types of work, even though this entailed a great loss because of the change in machinery.

Since 1910, Dean Russell explains the paper needs of the country has increased four times. America now uses 56 per cent of the world's output of paper. And this country, at the present time, imports half of its paper, 37 per cent coming from Canada and 16 per cent from northern Europe. While the United States has been using nine million cords of wood annually, only half of this amount was cut in the Union.

The Dean showed the attitude of foreign countries who may at any time place a high tax on export pulp; Canada has already taken action to require logs to be made into pulp before being exported from her crown lands. Citing an analogous case where adverse action was taken on a product controlled by a foreign nation, Russell points to the rubber industry. Rubber only recently 20 cents a pound now sells at \$1.20 a pound. This great and sudden increase was caused when England, which controls 80 per cent of the rubber, limited the production and shipment of this necessity, and the United States, which consumes about 70 per cent of the rubber, now pays the vast difference in price.

Can Reforest Waste Lands

PPOINTING to Wisconsin, Dean Russell declares that 15 northern counties have less than a million and one-half acres of merchantable timber. But in these same counties there are eight million acres of cut over lands, which are now lying idle and are of little use from an agricultural standpoint. Much of these lands are so rough, sandy or swampy that it is impossible for settlers to make a living when they locate on them. Other millions of acres of potentially good land in this territory will not be needed or used for crop production for several generations.

What to do with this vast area of cut over lands is the problem confronting Wisconsin. Like other leaders, Dean Russell wants to seed this area to growing timber that will keep our wood-using industries at work, but before this is attempted he would remedy the situation by removing the difficulties that are now blocking progress.

Lumber is a slow growing crop. It requires generations to mature. Under the most favorable conditions, it takes from 50 to 75 years for the tree to mature where it can be used for timber, though jack pine can be grown to a size large enough to use for pulp in 35 years. Thus the time element alone, the Dean shows, is a great handicap in reforestation.

Taxes Take the Profits

Under existing conditions, the present tax system makes individual reforestation well nigh impossible, and Russell declares this factor must be modified at once if Wisconsin is going to utilize her forest possibilities. He cited cases where Wisconsin land now growing young jack pine is assessed at the rate of \$7 a year. If it takes 35 years to grow even the small stuff for the pulp industry, taxes paid on an acre would be approximately \$250 without counting the accrued interest and figuring no change in yearly assessment.

Instead of this annual tax with no possibility of return from the crop, Russell advocates a nominal yearly tax while the trees are growing. But when the timber is ready for cutting an adequate yield tax would be imposed. By this system timber owners would be induced to hold their growing timber rather than sacrifice it as they now do with our present methods of taxation. This system is by no means new but is now in vogue in foreign countries which are noted for their forestry development.

Fire Hazards Dangerous

ANOTHER restrictive condition that hampers permanent forestry development is the great fire risks taken by the owners of woods. Often after the young saplings have made fast growth and are well developed fires wipe out the entire area and only scarred stumps remain. In these cases the high land tax has been paid for nothing.

To fight forest fires, Dean Russell says Wisconsin has developed a noteworthy system. By using lookout towers for observation purposes and a well developed telephone system and fire lanes, fire losses have been greatly reduced. This plan has given even better results than those obtained by the areoplane fleets that scout the forests in the western states.

Concluding Dean Russell proposes to Wisconsin people that they use their opportunity and the privilege of aiding in the building of a sound permanent policy in the development of the state's forests. Wisconsin's forests can be saved for future Badgers by extending the present fire supervision and by revising the tax plan. Fire protection will aid in preserving the present wood lands and a more equitable system of taxation will encourage the retention of growing timber. What has already been accomplished in the region east of Solon Springs, Douglas county, on the light sands with jack pine is a good index of what could be accomplished on millions of acres if fire was kept out and the owner could afford to hold his growing timber.



Build Wisconsin

Volume 3

August 24, 1925

Number 33

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.

ADD WISCONSIN'S HIGHWAY SYSTEM TO GREATEST BADGER ACHIEVEMENTS

State Responded Nobly in
World War. Army General
Praises Wisconsin Record



WISCONSIN'S recent great accomplishment is the laying out, marking, and maintaining of a 7,500 mile state trunk highway system and making provision for its construction. It covers the state completely, touching every county seat and every city of 5,000 people or over. The two outstanding features of Wisconsin's road program and the ones which have attracted national attention are the road marking and the maintenance. There are many indications that Wisconsin's system of numbered roads will be adopted nationally. Already Minnesota, Iowa, Illinois, Indiana, Ohio and Michigan have taken steps to number their roads. Great Britian has recently adopted the idea of numbered roads. The plan is simple, accurate and complete, and worth a few words of description.

Markers Point the Way

The basic idea underlying the Wisconsin system is to number all the state trunk highways, to place an abundance of suitable markers on the roads show-

Editor's Note - When a tourist hits Wisconsin, he knows it at once. Her highways first proclaim it to the traveler. An observing motorists has said, "It's harder to get lost in Wisconsin than to find the road in other states". When Badger folks travel into other states they always come home with a greater appreciation for Wisconsin and the things that has helped to make her great. In presenting this serial story, the editor of The _____ hoped to give a clear picture of Wisconsin for the benefit of local folks. The more we learn of our state, the greater will be the pride that dawns upon us.

ing the numbers, and to issue a map with the roads numbered to corresponding. A standard design has been adopted, a white field containing a triangle painted in black, showing the number of the road and the words "STATE TRUNK HIGH-

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WAY - WIS". Three or more telephone poles in each mile are marked in this manner.

At every mile is a white post with the black triangle showing the number of the road and beneath the triangle a figure indicating the number of the mile beginning at the originating point of the highway on the east or south. Where a turn is approached the letters R or L appear, indicating right or left. At a crossroads is a sign showing the names of the principal villages or cities nearby and their distances from the point of intersection with the main roads. As you approach a sharp turn in a road, if you are travelling at night your headlights flash on a sign at the turn with an arrow indicating the direction to take. There are also numerous safety signs and devices. The end wall of every culvert and the end trusses of all bridges are painted white so they may be clearly seen at night, and they also show the standard triangle with the number of the road.

Accidents which often happen through running over the ends of old culverts where no end walls were built to protect the traffic, are eliminated by placing white posts at each end of the culvert. Sharp curves, steep hills and school grounds are indicated by caution signs. Every railroad grade crossing is protected by danger signs.

Easy to Find the Road

An official state road map has been issued by the Wisconsin Highway Commission, showing the state trunk highway system with the number of each of the roads. All that is necessary is to examine the map, find the number of the road reaching the desired destination, and follow the markers placed on this highway. It has been well said that "it is as difficult to get lost now on the roads of Wisconsin as it was to find the way five years ago".

The second striking innovation in Wisconsin's road program is the patrol maintenance. The habit in the past has been to start patrol maintenance on a highway after it had been improved and surfaced. It is obvious that it will take many years to surface all the main arteries of any state. Meantime the automobile traffic is here, and traffic must be served - over 300,000 motor vehicles in Wisconsin. To provide for this Wisconsin has adopted a system of patrol maintenance on all the state trunk highways, whether they have been improved and surfaced or not.

There is a patrolman on an average of every seven miles, who gives all his time to keeping that patrol section in shape for travel. He is furnished with a road grader, road plane and all necessary equipment, and is held responsible for his section or road, between certain mile posts. The result of the patrol maintenance has been amazing and one may now travel in ease and comfort anywhere over the 7500 mile state trunk highway system. Touring has been robbed of all its road terrors with the exception of a few bad spots which are fast being eliminated. A number of other states will adopt the system of patrol maintenance this year.

Wisconsin Does Her Share

In the Great War of 1917 Wisconsin responded nobly. Over 118,000 of the youth of Wisconsin entered the military service, 8,000 were found in the casualty list and 1800 in the death list. The famous Thirty-Second Division was made up of Wisconsin and Michigan troops. Behind the battle lines and in Wisconsin her record was equally remarkable as the citation of a few facts will show; Wisconsin led all the states in recruiting and equipping its National Guard, spending \$780,000 of state money that her troops might be sent out fully equipped; she was the first state to organize a State Council of Defense; the first to give aid to soldier dependents; the first to complete the reports on the four draft registrations; the first to inaugurate wheatless and meatless days; she exceeded her quota in every Liberty Loan; her war contributions reaching the figure of \$145 for every man, woman and child in the state.

No finer tribute was paid to any state during the war than is found in the telegram of commendation sent by General E. H. Crowder to Governor Philipp when the report on the ~~draft~~ draft was received at Washington. It read: "I have come to look for the unexpected from Wisconsin".

(END)

PERRY BROTHERS NOW
PUBLISH TRADE PAPER

IN AN attempt to build a national dairy publication, Perry Brothers, Editors of THE SHEBOYGAN COUNTY NEWS AND DAIRY MARKET REPORTER, are now publishing THE DAIRY MARKET REPORTER as a separate publication. At the present time THE REPORTER is a four-page paper, seven columns to the paper.

While in the past this weekly publication was devoted to the dairy industry of Wisconsin and primarily to that of Sheboygan county, the editors now aim to make it a national dairy organ. It formerly occupied the last page of THE SHEBOYGAN COUNTY NEWS. Both of these Sheboygan county weeklies are now in their forty-ninth volume.

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NEW PRESS INSTALLED
BY MOSINEE NEWSPAPER

BY adding a new Meihle cylinder press to his equipment, Editor L. E. Osborne, of THE MOSINEE TIMES, has filled a long-felt need in his plant. The new press replaces an old Cottrell press that had seen better days years ago. Osborne's new Meihle weights nearly 11 tons, while his old press weighed only four and a half tons.

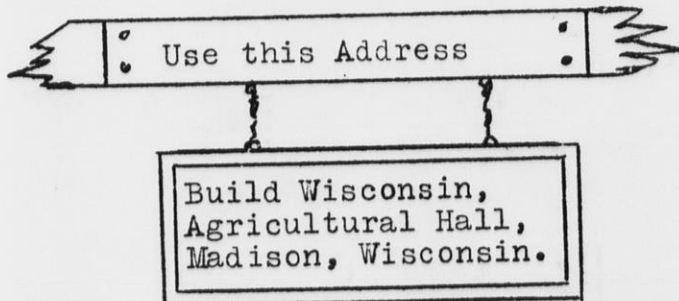
Build Wisconsin

Dear Editor:

To serve you and other Wisconsin editors better, we want to meet you. If we can't see you personally, we can get acquainted with you and your community through your weekly newspaper. Won't you please send us a copy of a few issues of your weekly, say for the weeks of August 17 and 24? This favor will help us do our bit in the making of a greater Wisconsin.

Yours for Wisconsin,

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WASHINGTON COUNTY ADOPTS DAIRY SLOGAN

"AMERICA'S Dairy Capital" is Washington county, Wisconsin. That's what the folks of this Badger county claim. Why Washington county has a first lien on this title is told by Editor Clarence R. Hathaway, of THE HARTFORD TIMES, when he points out "there are few counties in Wisconsin, acre for acre considered, whose dairy resources excell the figures established within this county. For wasn't the senior and junior champion bull of the Waterloo Dairy Cattle Congress bred and produced in Washington county? This also holds true of the champion two-year-old Holstein heifer who shattered all the marks of her class for a period of seven days." But with all this grandeur and with the fitness of the selection, Hathaway cautions the local dairymen they must be ever up and doing to maintain the position they now hold. Furthermore, the rest of the folks in the county should "perk up and assist the dairymen" for the returns from Washington county's dairy greatness are shared by every inhabitant of the entire county.

WOOD COUNTY WEEKLY BOOSTS BRANCH STATION

THAT THE MARSHFIELD HERALD realizes the local experiment station is of unlimited value to county farmers and their chief concern is to apply the results of the station is the view of the editors when they urge local folks to attend the Station Day exercises.

For the Station Day held last week, THE HERALD devoted considerable space on its front page. More than a half column was used to tell of the day's program and another column was given over to encouraging the farmers to attend the exercises.

Arranged in dialect form, as representing the conversation of two local farmers, this latter story proved very effective in serving its purpose. Meeting at the local cheese factory, Hiram and Frank discussed the work of the station. Hiram had no time whatever for "book-larning", but when Frank told

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him of his 15 acres of alfalfa, all of which was on the heavy soil so common in his community, he began to wonder if he was right after all. They parted, Frank drove up the road, smiling to himself as he thought how he had solved his winter feed bill with his barn full of well cured alfalfa. As Hiram hurried home, he muttered to himself, "Maybe the high milk checks Frank gets are on account of this here alfalfa hay he brags so much about. Well, I guess I'd better talk it over with the women."

PRESS AGENCY, FRAUD UPON READING PUBLIC

COUNTRY weekly editors, who have withstood the bold attempts of supposedly friendly organizations to obtain free advertising space, can find encouragement in the following, taken from EDITOR AND PUBLISHER. "Concentrated Impudence", it is called by these publishers who deal with the daily press. If they had addressed their message to the country editor, it, no doubt, would be exactly the same.

Here is what the press agent says to his customer: "Yes, I can actually get the name of your branded article right in the news columns of the papers. You do not have to buy space by the agate line. I give you my full service, including copy, mats and placement, for a flat sum per week."

"But my good little man", the manager of the big national distributor will say, "how do you get away with it? The established advertising agencies say it cannot be done. The newspapers have their rules against it. We will get in bad if we trim them this way, eh, son?"

"You don't know these easy goozers", the press agent replies. "I'm a graduate newspaper man myself and I have their number. They are after cheap copy to fill their spaces. Why, I'll write a domestic economy article which will be better than they can buy from any syndicate and pepper it with your brand name. Lots of newspapers are run by easy bosses with nothing but golf on their minds. I show it in when the boys are not looking."

He then shows his scrap-book. Astonishing! Hundreds of thousands of dollars worth of free advertising in the "un-purchasable" editorial columns of the daily press - some pretty high class papers, too. His claim that the newspapers actually enjoy his exploitation of them he proves by showing a bundle of postal cards returned by editors (or office boys) ordering the free copy "on approval".

Never before have press agents been so audacious, so active, with copy to sell branded merchandise. Some of the

biggest advertisers in America are giving them huge profits, every dollar of which comes out of the pockets of publishers and advertising agents. Their nauseating stuff is a fraud upon the reading public.

Don't be robbed or bunked by publicity agents. Dump their offerings! When they tell you that they control legitimate advertising accounts and that paid matter is contingent upon publicity, fire it back at them for they are only bluffing.

HEADS OF BOGRAND'S
FARM STORY APPEALING

TWO METHODS, the conventional and the unconventional, are used by country editors in handling county agent news and cow testing reports. To be conventional, and this is the more common method, the editor need use only a title or a caption above the story that comes to his office. These titles, vary, anywhere from "County Agent News" to "County Agent's Letter" or "Cow Testing Association Report". Of course, where this system is followed it is seldom necessary to change the story and no spots of interest stand out. Sometimes the story in the weekly thus treated is tiring and dull.

Editor George E. Bogrand, of THE WAUSAUKEE INDEPENDENT, is unconventional in this respect for he follows the other system. First of all he builds a strong lead for the story, puts the most interesting thing, in the letter or report, in the first paragraph and the second important happening in the next paragraph, and so on. At the end of the story he puts the least important part, which generally is the name of the county agent or the cow tester unless there is good reason to mention these earlier. Of course, he doesn't change the entire story, he's too busy, he just improves it.

To send the revised story in the country, the Wausaukee editor puts a head on it that is far different from the conventional title. In the head he says something of the most important event in the story. Here is how it works on a county agent story:

B L O W O U T T H E
P R O F I T T A K E R S

Pyrotol will do the Work
Effectively and at a
Reasonable Cost

Every stump and every stone that
stays in a cultivated field is a
constant loss to the farm that har-
bors them.

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GET NAMES AND FARM NEWS, LOWATER TELLS REPORTERS



AMONG the readers of the SPRING VALLEY SUN is a Washington lady, who has never been in Wisconsin and has never had any relatives in the state. Through a friend's kindness, she was put on the mailing list of THE SUN years ago, and since that time she has continued to subscribe to the Wisconsin weekly.

Lately in writing to Editor Charles Lowater, she renewed her subscription and told him that she felt after taking the Sun for such a long time she knew most of the folks of Spring Valley and was greatly interested in their news.

Editor Lowater recited this story to the hundred or more people, who attended THE SUN'S correspondents picnic, at Spring Valley, during the latter part of July. Speaking direct to the people who supply THE SUN with its many columns of rural news, Lowater asked, "could our Washington friend tell by our items that we lived in a farming community? She might know everytime one of the people in the country visited the town, but could she tell anything about his crops, or his herd, or anything of special interest?"

That farm news is of fundamental importance to everyone in and about Spring Valley was one of the hits made by the editor before his correspondents. Differentiating gossip and farm news, he showed how the correspondent could cover the news of the territory in such a way that the community would be bettered. Too many names in the week's report was a condition never known to exist in the news sheets that came to the office of THE SUN.

So successful was the first picnic of THE SUN'S correspondents that it will be held annually in the future. At this first gathering, the reporters and their friends carried their lunch, and the paper furnished refreshments and also entertained at the local theater.

To encourage better rural reporting, Editor Lowater will give prizes to the three correspondents who represent their communities best during the coming year. The correspondents, themselves, will vote on the merit of the work at next year's meeting.

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"The Little Partner of the Badger Weekly"

INVESTIGATE BEYOND CITY,
SECRETARY JARDINE URGES

SECRETARY of Agriculture, W. M. Jardine, speaking before a gathering of bankers and city men, pleaded for a broader understanding and a keener analysis of agriculture and the interests that were outside the city limits.

"When you think of bringing a factory or a new industry into one of your cities", said the secretary speaking in the terms of city executives, "You probably make a survey of the situation before you take the step, because you know how disastrous it is to bring a business in and have it fail. Business interests", he further stated, "ought to be interested in finding out the facts in the trade territory as they relate to agriculture."

In urging closer relation between the country and the city, Jardine told the business men, "we ought to make the same careful study, through our chambers of commerce, of the situations surrounding the cities - the agricultural situations - as we do within the cities before making recommendations or advocating new schemes or new principles".

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.GOOD ADVERTISING PAYS,
SAYS EDITOR MERLIN HULL

EXPRESSING a view shared by many county weekly editors, Merlin Hull, editor of THE JACKSON COUNTY JOURNAL, has recently said that judicious advertising pays irrespective of the times. Hull in the following paragraphs has carefully analyzed this situation:

"Views differ as to what sort of prosperity there will be in the northwest during 1925. Some seem to think that times will be glorious and others that it will require more than a single season to put things at a top notch. We do not claim to know. But there is one thing sure from a business standpoint and that is that those who advertise judiciously and well will reap their full portion of whatever prosperity there is.

"When times are flush, and everybody is rushing to buy and it is merely a matter of showing buyers where to find what they want -- and they want everything then, advertising pays. It could not help but pay. When times are close and people buy with care, not only of what they want but what they must have, then advertising which tells what and where to buy brings just as good results. Advertising always pays--in season. It pays the buyer because the buyer can better plan his purchases. It pays the merchant because it increases his turnover and increases his profits on his business even though he may make less profit on his sales.

There is more profit on \$1,000 worth sold twice at a gain of 7 per cent than when sold once at a gain of 10 per cent. Advertising increases the volume of sales, no matter what the times. The man who realizes that fact will do the most business."

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REAL COOPERATION NEEDED
FOR COMMUNITY PROSPERITY



WHEN the editor of THE OGLE COUNTY REPORTER pictures some of the problems confronting the present day small town, he, no doubt, draws his lesson from his own town, Oregon, Illinois. Only about 2,200 in population, this Prairie state town faces a situation that is common to many Wisconsin communities. Because of the similarity of the towns of these two states, and the small towns of the forty-six other states, the following editorial comment by the Oregon editor deserves more than passing attention:

"There never was a time when the small town, from a commercial standpoint, was being weighed in the balance as in the present era, and this means right now. There never was a time when unanimity of purpose in behalf of the survival of the small town and an impulse of cooperation, co-ordination and fraternal and good will cohesion on the part of commercial factors of any small town were of more vital moment than right now.

"Enthusiasm for perfected highways, for traffic arteries connecting large population centers, is of natural inspiration. Concrete roads represent developed enterprise in keeping with the times, but the establishing of these perfected roads means diversion of business to the larger towns.

"The small town if its commercial factors are alive and alert to their peril is face to face with a struggle for veritable existence. If such fight is to be waged with any hope of ultimate success, it should engage an allied, harmonious effort on the part of those most vitally concerned -- the merchants and business men of the town.

"No town can prosper without unanimity of purpose. No town can hope to survive in the face of present and developing conditions with the commercial factors of that town divided into factions and waging internecine warfare against each other. No town can expect to exist with warring elements seeking to drive each other out of business and out of town.

"No town was ever builded on a foundation policy of disintegration. No sound doctrine of enterprise promotion was ever convenanted on the theory of destroying or driving away individual factors in the achievement of community prosperity.

"Towns that succeed and expand in population and in enterprise possess business men that seek to attract and to retain other enterprising factors, not to hamper and drive them away. The old adage "live and let live" is not defined on a basis of prices.

"A town is precisely what its people choose to make it and commercially it is just what its commercial factors choose to make it.

"The future prosperity of the typical small town was never subject to the hazard that confronts it at the present time."

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NECESSARY TO COVER ENTIRE HOME FIELD

Covering News of Local Section
Chief Aid in Reducing
Newspaper Costs



MUTATIONS of time have wrought sweeping changes in journalism and in the business of making and selling newspapers. When the Nebraska Press association was in its in-

fancy forty or fifty years ago every hamlet in the west had to have its little weekly newspaper with its column or two of local events that satisfied the local mind.

The raising of educational standards, the tremendous increase in travel, the growing knowledge of the outside world and other elements affecting

Editor's Note - Frank O. Edgecombe, NEBRASKA SIGNAL, Geneva, Nebraska, newly elected president of the National Editorial Association, read the following paper before the recent district press association at Hastings, Nebraska. Because it contains many suggestions for Badger editors we are reproducing it in BUILD WISCONSIN

our tastes, our desires and our demands have put new problems before newspaper publishers, problems that must be solved right if disaster is to be avoided.

Newspapers Spreading Out

The man-and-boy newspaper of the village is fast giving way to the newspaper that serves a group of villages and their surrounding territory, or an entire county, or perhaps two or three counties. In the county seat towns the multiplicity of newspapers has commonly given way to one newspaper better than all of its predecessors combined. In the cities of from 5,000 to 30,000

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one daily newspaper is found to be supplanting the weekly newspaper of earlier days and the two or more daily papers that sprang up in boom times through the promotion of real estate syndicates or ambitious politicians.

The same influences and others have been at work in the larger cities, resulting, as every newspaper reader knows, in the elimination of numbers of metropolitan and near-metropolitan newspapers. In addition to the increased demands of the public for service, the enormous increases in the cost of production have been an important factor in the reduction of the number of newspapers of every class.

We hear most about the tremendous cost of producing a metropolitan daily newspaper, all quite true, but probably no greater relatively than the cost of producing a country weekly newspaper. None has escaped.

Two Causes of High Costs

The newspaper publisher of today thus finds himself confronted by two costly facts: The vastly increased cost of producing what he formerly produced and a demand on the part of the better educated public that he give his readers a field coverage and a variety of news considerably in excess of what he had formerly to provide. This condition has sent hundreds of newspaper publishers out of business and compelled the survivors to increase subscription and advertising rates to a level to compare in a measure with the level of the vastly increased cost of operating farms, stores, railroads, factories, every industry in short.

In the field of newspaper production in thirty years wages have trebled or more, the cost of machinery has doubled and more of it is required because larger and better newspapers must be produced or the people will not buy them; the cost of news print and ink has been greatly increased and congress has several times increased the cost of postage and laid other burdens upon publishers in the way of restrictive mailing rules.

Editor's Returns Moagre

In spite of these facts, known to everybody, the cost of newspaper subscriptions has been increased but slightly and the actual cost of advertising is probably no greater than it was thirty years ago because one newspaper gives the field coverage now that from two to four newspapers gave thirty years ago, the cost of advertising being largely a per capita question.

Now that the farmer has abandoned the ox, the mule and the horse for road purposes and speeds on his way in a motor car or truck and the merchant distributes his goods by truck; now that the rural mail carrier and the telephone have eliminated all distance between the farm home and the city home as far as quick communication is concerned and the radio is joining the peoples of the world in a common enjoyment of world news and entertainment, what is the newspaper publisher going to do about it?

The milk handlers standardize their bottles, their prices and their service. The Nebraska blacksmiths have a code of ethics and they nail their rate card on the shop wall for all the world to read and pay. The dentists find a means to fix prices with much firmness and they have a code of ethics that prevents their paying for advertising but sees no objection to free advertising in the way of "better teeth" and other campaigns.

Organized Effort Counts

Everywhere farmer's cooperative organizations are springing into existence.² The millers agree how many pounds of flour they will exchange for a bushel of wheat. The bankers and the electric candlestick makers are not overlooking any bets that efficient secretaries and special committees may be able to place for them. The doctors and the lawyers have been organized so long that we accept their codes of ethics as useful and important, even if we do sometimes view their fees with alarm when the postman hands us a modest little communication from one of them with a single amount stated in bold figures.

When a lawyer feels moved to intervene in a pending case that seems to involve the rights of the public he adds to the signature to his brief the cryptic words, *amicus curiae*. The law recognizes him as an officer of the court and lays public responsibility upon his shoulders. In a much wider sense and with even greater responsibility, every worthy newspaper is a friend of the court and a friend of the people whom every court is erected to protect and serve. The lawyer and the newspaper have each a separate field of usefulness and each may do things the other cannot do and together they may accomplish much that neither could achieve alone.

The four classes of newspapers, the metropolitan journals, those of near metropolitan classification, the small daily and the weekly newspapers must answer the question, What is the publisher going to do about it? largely according to their classification.

Cover the Local Field

Perhaps the most pressing problem of a serious character is how to secure the most complete field coverage. If we may accept the statement of those publishers who have sought most diligently ways and means to achieve the coveted coverage we may say that it results from thoroughness of organization. In other words, the local publisher may do in his own field, although in a different way, what the great Associated Press does in a world-wide way for the metropolitan journals of the United States and for many of the smaller daily publications.

A local agent at every coign of vantage in the field a newspaper attempts to cover, whatever that field may be, and the intelligent and untiring use of the telephone will do for the weekly newspaper and small daily what organization has done for sugar, steel and Standard Oil.

Correspondents Great Aid

Agents are like other instruments. They need untiring attention and helpful assistance. Once secured and trained, they can be made to vitalize

every page of a forward looking newspaper. They are ready and willint to enter into the home life of their neighbors in a way editors and reporters sitting in the publication office cannot.

They will mourn with those who weep, cheer those in distress, overlook small faults, bestow praise whenever opportunity offers, cheer the victor and soften the disappointment of the vanquished, sweeten the life and strengthen the binding cords of community fellowship; in short create an intimate contact otherwise unobtainable. The alert and intelligent correspondent is a jewel without price.

Will the sowing of this good seed produce a harvest of profit? Beyond all question. Field coverage is the demand of the hour from reader and advertiser alike and only those who give it have reason to hope to achieve and maintain public approval and a permanent place in the affections of the populace.

THAT the country newspaper has slipped backwards with its absence of office-written editorials is the keynote of the message which Thomas Nelson, of THE JUNCTION CITY, Oregon, TIMES, carried to the editors of Oregon's Editorial Association, at their summer meeting.

EDITORIALS SUSTAIN STRONG
NEWSPAPERS - OREGON EDITOR

"Today when we open a country newspaper", Nelson pointed out, "we find in column one, page two, a flag or other emblem and some snydicated plate stuff. To me that looks like a souless editorial page. The difference between this and the page that contains a strong live editorial of office origin is that into the latter the editor has put brain-work, and as a result there is something to be got out of the page.

"But it is easy to get out of the habit of writing editorials", the western editor continued. "When a man is everything from editor to devil, he surely is apt not to get time for editorial writing. However, it is easy to express an opinion or two, especially if one is well read. I believe that the use of local, office-written editorials is one way of sustaining a good newspaper."

AFTER 22 years of faithful service in the NEW LISBON TIMES' plant, the old leverless press has been replaced by a new Cottrell Drum cyclinder machine. Also, by adding a new folding machine to his equipment, Editor C. A. Leicht feels that he is going to better the typographical appearance of this Juncau county weekly. These changes are necessitated by the rapidly growing circulation of THE TIMES.

ADDS PRESS AND FOLDER

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WISCONSIN EDITORS
PRAISED HIGH FOR
COMMUNITY EFFORTS

Sketched in Press Directory



HIGH IN the list of community builders appears the names of ~~the~~ country editors. The role the editor has taken in the progress of many successful Badger communities is retold in

a book of thumbnail sketches, issuance of which starts in this week's issue of BUILD WISCONSIN.

Known as "Covering Rural Wisconsin Effectively", the sketches include all the country weekly newspapers of the state and the communities served by them. Briefly the work pictures the highlights in the lives of the newspapers, including the circulation figure and a short history of each. In the sketch of the town or the city, the mainstays or chief products of the community are also emphasized.

Most of the material presented in this first newspaper directory was secured from the editor through BUILD WISCONSIN. Alterations and corrections will be made after the complete book has been issued. As the editor is the spokesman for his community, it is important that he watch that his town and newspaper are correctly reported. Revisions should be forwarded to BUILD WISCONSIN as soon as possible after the issue has been released.

To make "Covering Rural Wisconsin Effectively" serviceable in the newspaper office, the mimeographed sheets have been punched and can be filed in loose leaf books. The pages will be numbered consecutively week to week, the first installment starting with page 11, this being necessary because ten pages of introductory material on the state's press is being prepared and will be distributed in the near future.



"The Little Partner of the Badger Weekly"

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WANTED AT ONCE: EDITOR
FOR WISCONSIN NEWSPAPER

DO YOU know of someone who can take full charge of our paper", writes a Badger publisher, "edit it and handle the subscriptions and advertising? We would be interested in some young man, now working in a junior capacity on some paper, who would like to enter the country weekly field. A real opportunity awaits a hustler here", concludes the publisher.

Located in one of the northern counties that is known for its agricultural promises, this weekly already has a healthy clientele and is filling a community need. Prospects are good for expansion in the town and the rural community. BUILD: WISCONSIN, at Agricultural Hall, Madison, Wisconsin, can tell more about this weekly that is looking for an enterprising editor.

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KANSAS NEWSPAPERS BOOSTING HOME STATE

SELL THE state to its people first is the plan employed by Kansas editors in their booster campaign. Taking the slogan, "Build and Boost Kansas", 23 Kansas newspapers united, during the first part of June, in a program to tell the local people about home enterprises.

The action of the Sunflower editors is especially timely at the present time. This educational campaign will prove to the Kansas people that Kansas is well fortified with prosperity and that it is not necessary to cross beyond the state's border to see the beauty spots of the Middle West. Furthermore, it will enable Kansas people to tell tourists and cross country travelers "why Kansas is the best".

ADVOCATES SUGAR BEETS

THAT Wisconsin's opportunities as a producer of beet sugar are unusually promising is the opinion of C. W. Fraser, Editor of THE MENOMONEE FALLS NEWS, who has watched the development of this industry in the eastern part of the state and in Michigan. Besides diversifying the local crops, farmers in these sections are finding sugar beets to be one of the most profitable of cash crops. Fraser in a recent issue of THE NEWS pointed out that beets are well adapted to the eastern and southern sections of the state and to substantiate his stories he pictured several of the fields of Racine, Kenosha, Walworth and Waukesha counties. In this same issue he told of the growth of the local factory and also presented an extended survey of the beet industry in Wisconsin.

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"DEATH TO PRESS AGENTS", CRY OF EDITOR EDGECOMBE

EDITORS who turn their columns ^{over} to press agents and publish free advertising labeling it as news present one good reason why some newspapers never become community leaders.

This is the thunder in one of the shots fired by Frank O. Edgecombe, Editor of THE GENEVA (Nebraska) SIGNAL and President of the National Editorial Association. He aims directly at the free publicity grabbers who are making advance on the country weekly editor.

When press agenting is permitted, Edgecombe points out, the editor is guilty of practicing "an outrageous deceit" upon the reader. "It is unwise", he declares, from a business standpoint because some general advertisers will not pay for the space by the agate line or the inch that they can get in news form for much less money paid to the press agent.

"The best newspapers", the Nebraska editor unqualifiedly says, "are always the most desirable advertising media and the best newspapers do not use the material sent out by press agents, no matter in what form they send it."

While editors are fighting the press agent system, the N. E. A. prexy urges improvement in the editorial pages of the country weekly newspapers. Keeping the problems of the country editor in mind, he believes ^{quality} of "vastly more importance than quantity in the make-up of newspaper editorial pages".

WE MADE A MISTAKE

We made a mistake in last week's issue of the paper. A good subscriber told us about it. The same day there was a letter in our post office box that didn't belong to us. We called for 98 over the telephone and got 198. We asked for a spool of thread No. 50 and when we got home found it was No. 60. The train was reported 20 minutes late and we arrived at the station twenty minutes after train time and the train was gone. We got our milk bill and there was a mistake of 10 cents in our favor. We got sick and the doctor told us we were eating too much meat. We hadn't tasted meat in two months. Yes, we made a mistake in last week's issue of this paper. -- Exchange

Build Wisconsin

Volume 3 October 5, 1925 Number 39

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.

LOCAL NEWS PRAISED BY GRANT COUNTY EDITOR

OUR primary object is to print an entirely home set, home printed county newspaper", writes Editor F. R. Huth of the JOURNAL OF BURNETT COUNTY. This Grant county editor who is constantly striving for the improvement of his paper feels that the country weekly is at its best when all of its columns are devoted to local news.

The Best Journalism

I believe that the journalism which succeeds best - and best deserves success - fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant, but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world. -

Walter Williams

Pointing to the news possibilities of the country weekly this country editor says, "If we could accomplish it, we would publish a newspaper that contains no news except country happenings, improvements of farms, roads, erection of creameries and cheese factories.

We would run writeups of points of special beauty or interest in the county, pictures of old inhabitants, weddings and anything that has a shred of Burnett county human interest in it".

Huth has held to that policy as close as it has been possible in his field but, admittedly, never yet has he been able to reach the goal of his ambition in its entirety.

He still has faith in the plan for he adds, "from the success we have had we feel sure that if such a plan were carried out, it would prove abundantly successful".

Build Wisconsin

GOLDTHORPE HAS UNIQUE LETTERHEAD AND CHECK

THE list of advertising mediums is ever being added to by resourceful minds. Editor W. H. Goldthorpe of the CUBA CITY NEWS HERALD has extended his advertising to include a reproduction of the page make-up of his paper on his letterhead and check. He reports that both are bringing results.

NOTHING IS TOO GOOD FOR YOUR HOME TOWN

By Edgar S. Bronson, Late President
National Editorial Association

Then as to community service. I think that this is even more important. A newspaper should be a leader in its community in public service. It should have ideas and it should fight for them. It should back every worthy cause. Most papers do, but there is room for improvement. Nothing is too good for your town. Nothing is too much to ask you to do for it, for when your town prospers and grows you will grow with it. Serve your community with all the power and all the leadership you possess. You can't make a better investment than in enlisting in the uplift of your home town.

ONE COUNTRY EDITOR CREDITS COUNTY AGENT

COOPERATION with the county agent often results in the advancement of the county. Editor E. J. Scott of the SHAWANO COUNTY ADVOCATE believes in giving the county agent due credit and also believes in calling his good work to the attention of ADVOCATE readers.

In a recent issue of the Advocate he asks editorially, "How many of the Advocate readers ever stopped to think how many dollars County Agent A. C. Murphy saved the farmers of this county in purchasing lime and other things used on the farm at wholesale or in carload lots; how much he has helped the farmers of the county in instructing them in a dozen different ways; and how much more the farmers have made in raising alfalfa for their cattle".

"We like to give credit where credit is due", Scott continues. "Mr. Murphy has been a hard worker and has earned his small salary a dozen times over. May his work continue for many years to come".

A TALE OF TWO HAMMERS

PAUL IVEY, of the University of Nebraska tells it. Says he: "I went into a store and asked for a hammer. The salesman brought me a hammer and said, 'That's a mighty fine hammer. You can't go wrong on it'. I looked it over and waited for him to tell me something about it. After a while he said: 'That's a mighty fine hammer. That's a real hammer. We sell lots of 'em'".

"I looked it over again. 'That's a mighty fine hammer,' he said, 'a real hammer. You'll like it. We sell lots of them'".

"And then", says Ivey, "I went and got a mail order catalog and in it I found an attractive picture of a hammer and the following description of it: 'This hammer is made of the best crucible steel, full nickle plated. The face and the 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'".

That's the difference between the order taker and the salesman - the difference between good and poor advertising. The average ladies' shop will say: "We are showing an exquisite line of fall modes. Our fall wraps set the woman's charms". Ask the women which advertisement has the strongest pull.

Inland Printer

COMMUNITY NEWSPAPER
IS THE FARMER'S PARTNER

IT is the community newspaper that early realizes the position of the farmer, and it is the community newspaper that early sets out to help him if he is in trouble. This is the general opinion of the American Association of Agricultural Editors.

It is the general observation of these men also that the country newspaper is increasing the space that is being given to farm news and the country folks. This is because the farmer is the mainspring in the workings of the rural community. Upon his welfare must rest the welfare of the entire community.

The time has come when farming is no longer just a routine of planting, plowing and harvesting. Conditions are more complex. The cost of raising crops is increasing. New systems of marketing are being adopted so that the farmer can secure a profit from his labor. It is taking greater production from the same amount of land and labor to yield a profit.

To meet new conditions the farmer needs assistance and his community newspaper is the first to help him. The country editor looks about for the right kind of information for his farmer readers: He publishes the most recent findings of the agricultural college and the state experiment station. The editor interprets the happenings in the agricultural world and applies them to local conditions. And it is the country newspaper that realizes the importance of farm news for his farm readers that makes his newspaper an indispensable part of the community life, according to observations of the agricultural editors.

FREE COPY CONTINUES
TO COME ABUNDANTLY

It certainly keeps editors busy trying to keep up with rapid fire press agents that bombard us with free stuff day after day, complains Editor A. T. Nabbofeld of THE CADOTT SENTINEL.

Some of these enterprising press agents seem to imagine that it costs nothing to publish newspapers, says Editor Nabbofeld, for they never offer to pay for any sort of space, copies or anything else. We could fill our entire issue with press agent stuff if we didn't have a commodious paper basket at our elbow."

THE EDITOR AND PUBLISHER also tells of this press agent graft which is being foisted upon country editors. It tells of the editor of a newspaper in a town of 20,000 population, who in four working days received free publicity matter weighing four pounds, five and one-half ounces. This editor mailed the material to this magazine for examination as an exhibit of waste and space-grafting gone wild.

An examination of the packages revealed a wide assortment of interests. The most over-rated claim in business is the assertion of the press agent that he can get free commercial publicity in newspapers that have true advertising value. "Many editors do not even take the time to open press agent envelopes", declares this magazine editor. He believes that for every piece of publicity used, hundreds of expensive mats and proofs are tossed into newspaper office waste baskets.

BUYS NEW LINOTYPE
TO IMPROVE PAPER

LOCATED in the rich agricultural county, Green, THE INDEPENDENT-REGISTER, and Editor W. F. Schempp are prospering.

Owing to the demand for high class printing in the shop we are making a change in the mechanical equipment which has been considered necessary for the past few years, writes Editor Schempp. A new and modern linotype is being installed to handle the increased reading matter and also to give our readers the benefit of the clearest and most readable type styles. The new machine is termed a Model Eight, carrying three magazines, and is one of the most mechanically perfect machines for that class of work.

The new machine will be equipped with six distinct styles of reading matter type and will be operated as to power and heat with electricity.

"Covering Rural Wisconsin Effectively " will appear again next week. Revisions in some of the copy made necessary the lapse of sequence.

Build Wisconsin

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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.

FARM EDITOR OF WEEKLY REPORTS SUCCESS IN WORK



HE publisher of the LODI ENTERPRISE started a farm department to help build this community building paper, to encourage young farmers, and, incidentally, to get subscriptions. That is what G. O. Oleson, the farm editor, recently told a group of prospective agricultural journalists at the Wisconsin College of Agriculture.

Since the editor, C. L. Coward, employs Oleson to spend all of his time on the farm department the success of this undertaking may be of interest to editors of other weeklies who have established or are contemplating the establishment of a farm department with a specially trained farm editor on the staff.

READERS REPORT MISTAKES

Oleson, who is a graduate of the Wisconsin College of Agriculture is certain that THE ENTERPRISE farm page has reader interest for, although his farmers do not claim to read much, they always seem to find mistakes if by chance any appear. He tries to obtain the stories of young farmers who are making a success of their farming operation. He obtains the names of the subjects for his success stories by asking successful farmers who of their neighbors are doing things in an exceptional way. He gets a good farm page by gathering stories of the average farmer, and especially by writing up the farmer who has come up from the bottom.

FAVORS LOCAL EDITORIALS

Even the farm page should have its editorial department, according to Oleson. He runs several editorials each week on subjects related to farm conditions. He also tries to point out what good farmers of other communities are doing.

The circulation of THE ENTERPRISE is 900 and Oleson insists it is 'all wool and a yard wide'. Only paid in advance subscribers receive the paper.

Oleson and Editor Coward feel that the work among the farmers is worth while and they are convinced that the country weekly can render a great measure of service to the agriculture of the country through its farm department.

"THE LITTLE PARTNER OF THE BADGER WEEKLY"

Build Wisconsin

IMPORTANCE OF FARM FOLKS TOLD IN SPENCER RECORD

"Send in the rural news, this paper wants it", write Editors C. H. Johnson and L. L. Messer of THE SPENCER RECORD. They are making this appeal for rural news in a head line on the front page of THE RECORD and they follow with an article on the importance of rural news.

They say in part, "THE SPENCER RECORD is everybody's paper. Every week it goes into the homes of town and rural folks. Though it enjoys a wide circulation in all quarters, it has its greatest number of readers among the farmers outside of the town limits.

Where one copy is delivered in town, two are mailed out on the rural routes. This is not an unusual condition for it holds true with nearly all of Wisconsin's weekly papers. About two-thirds of their circulation is in the country, outside of the towns where they are published."

THE RECORD is installing a new linotype for the editors feel that the days of hand setting are gone forever. In order to produce a more attractive paper and to make it contain both the latest town and rural news, the editors feel that this is a much needed improvement.

The paper will appear in a new dress and will be both interesting and attractive, according to the report of the editors.

DOES ADVERTISING PAY

Advertising has made the Victrola Dog famous.
It has put Castoria down your throat, left bristles in your gums, and then came along with a Rubberset and took them out.
It has put Sozodent, Pebecco and Pepsodent on your teeth.
It has put a Gillette against your hayfield.
It has put Murine in your eyes, sold you Cuticura for pimples, Pears for the bath, and Ivory for the tub.
It has put Arrow collars around your neck and Ingersolls around your wrist.
It has jammed your feet in Holeproof socks, put Paris garters on your legs and Tiffany rings on your fingers.

-- Kansas City Club News

Build Wisconsin

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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.

I AM THE COUNTRY NEWSPAPER

I am the friend of the family, the bringer of tidings from other friends. I speak to the home in the evening-light of summer's vineclad porch, or in the glow of winter's lamp.

I help to make this evening hour: I record the great and the small, the varied acts of the days and weeks that go to make up life.

I am for and of the home; I follow those who leave humble beginnings, whether they go to greatness or to the gutter; I take to them the thrill of the old days, with wholesome messages.

I speak the language of the common man; my words are fitted to his understanding. My congregation is larger than that of any church in my town - my readers are more than those in the schools. Young and old alike find in me stimulation, instruction, entertainment, inspiration, solace, comfort. I am the chronicler of birth and love and death - the great facts of man's existence.

I bring together buyer and seller, to the benefit of both: I am part of the market place of the world: Into the home I carry word of the goods which feed and cloth and shelter, and which minister to comfort, ease, health and happiness.

I am the word of the week, the history of the year, the record of my community in the archives of state and nation.

I am the exponent of the lives of my readers.

I am the Country Newspaper -
- Selected

Use Editorials

A considerable part of the prestige which the country weekly should enjoy must first be created by calling attention to its position through its editorial columns.

From time to time BUILD WISCONSIN will reprint worthwhile expressions which should help to establish the country weekly as a worth while institution in the minds of its readers.

*Do you
file
"Covering Rural
Wisconsin
Effectively"?*

"THE LITTLE PARTNER OF THE BADGER WEEKLY"

Build Wisconsin

IOWA MERCHANT HELPS LOCAL WEEKLY GET ADVERTISING

DOES any merchant in your town do a business of \$300,000 annually? Fred W. Anderson, an Iowa merchant, in a town of 1,300 population, does this amount of business and he attributes his success to the help of the country weekly.

"You don't get anything unless you ask for it, and you can get this advertising if you go after it", Anderson told publishers at the recent convention of the Iowa Press Association. He describes his method in the following manner:

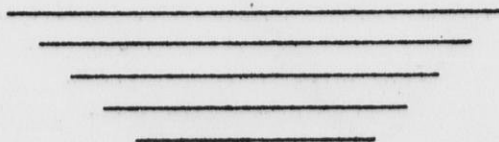
"Go to your local dealer and ask him for the names of concerns selling him certain lines of goods. Ask your merchant to help you get some advertising in your paper for those lines. Ask him to write some letters to the wholesalers requesting advertising in the local paper. No, better than that, you ask him for some of his letterheads and then you write the letters and ask the merchant to sign them. He will do it; if he doesn't, he isn't half alive.

"Get him to demand of the salesman who come in that they must have some advertising help to dispose of these goods and he'll get it. He may not get it all in newspaper advertising but he will get a lot of it for you. I tell these salesmen that, for I know what this advertising will do for me, and I want it, and if I don't get it I will get the goods from somebody that will help me."

According to the Iowa Press Bulletin one of the greatest advertising agencies in Chicago agrees that this is the best thing that local rural newspapers can do to get more national advertising. This agency man states that the manufacturer and the wholesaler would pay attention to the dealer's letter if sent for they are interested in the retailer since he serves to complete the link in the distribution of the product.

The agency representative urged his hearers to get out letters along that line from every dealer in their towns. He urged them to ask for advertising locally in the home paper, and not to stop with that but to get them to write such letters once each month. "It will grow on them", said he "and finally the merchant will refuse to take on lines of goods that do not carry some advertising help locally. It is the best thing you can do and it will bring them to you," he said.

This whole matter seems to strike the keynote on the question of securing more advertising for the local rural paper. It sounds logical, too, that if some of this money which is now spent for national advertising would be spent to make a direct contact with the consumer, the manufacturer would profit as well as the country weekly.



AMONG BADGERS EDITORS

Editor Oscar A. Halls, publisher of the ELLSWORTH RECORD, has moved into a new printing building which has been constructed since the destructive fire of last winter which completely wrecked the old plant and the machinery.

New Home
for
ELLSWORTH
RECORD
Completed

The speedy rebuilding of the plant is due to the efforts of Editor Halls. The morning after the fire he made a trip to the Twin Cities, purchased some equipment and had his plant going in temporary quarters in two weeks. As soon as the weather would permit, work was begun on what is now one of the finest and most convenient newspaper homes in western Wisconsin.

The building is constructed of concrete and steel, and its dimensions are 40 by 45 feet. Its front is faced with granite blocks. The floor plan provides convenience and contributes to efficiency.

BUILD WISCONSIN joins the brother publishers in wishing Editor Halls continued success.

Editor
Moldenhauer
Takes
Business
Partner


Dan Cupid seems to be particularly active at Clintonville. Editor Earl F. Moldenhauer of the CLINTONVILLE TRIBUNE is the second editor to be married while plying the editorial pen. He was married recently to Miss Lillian C. Miller, of Bear Creek, Wisconsin. BUILD WISCONSIN extends greetings!

Richardson
Doubles
Up

Through the purchase of the plant and business of THE HAWKINS CHRONICLE, Editor E. W. Richardson of the RUSK COUNTY JOURNAL assumes the twofold role of editor for both papers.

Editor
Conklin
Shares
Common
Interest

You can do Wisconsin editors a real service in the guarding of our columns against the press agents, writes Editor A. N. Conklin of THE ORFORDVILLE JOURNAL and FOOTVILLE NEWS. BUILD WISCONSIN is glad to receive this message from Editor Conklin and to pass it on to Badger editors. Will other Badger editors write their thoughts?

Open your  to B. W.

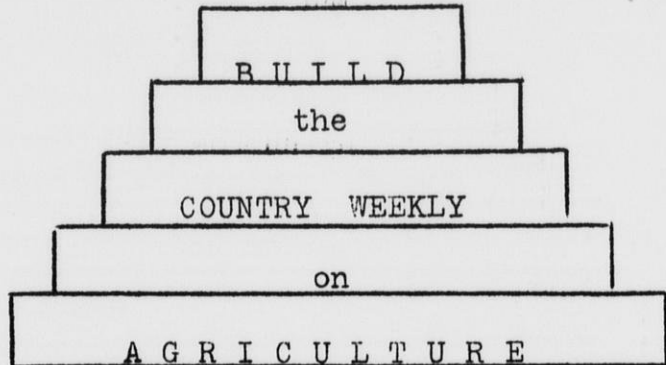
Build Wisconsin

Volume 3

October 26, 1925

Number 42

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.



WILLIAM ALLEN WHITE, himself a small town man and widely known editor of THE EMPORIA (Kansas) GAZETTE, believes that agriculture is the backbone of the average small town. Short-sightedness on the part of the small town merchant and business man towards agriculture, the communities chief mainstay, is the target at which White levels the following two paragraphs.

WORK WITH THE FARMERS,
WHITE'S ADVICE TO TOWNS

"Agriculture", said Herbert Hoover the other day, "is a better town builder than industry." The remark is one that deserves more than passing notice. The chambers of commerce in nine out of every ten towns in the United States should have this very fact drilled into their system. The majority of American towns which now are straining their suspenders in an effort to pull factories in their direction will make more healthful progress if they forget the factories and extend a cooperative hand to the farmer.

"Agriculture is the backbone of the average small town, but the town boosters are inclined to forget this fact. They labor under the mistaken notion that a good town means a bigger town and that a bunch of factories would solve their problems. The good will and noble hearted support of the farmers in that town's trade territory are vastly more desirable than factories for the average town. This good will and this support will not come unsought and uninvited. The boosting of a community's agriculture will be bread cast upon the waters. The town will prosper without belching smoke stacks."

The path of the farmer is not a path of glory. Perhaps because his work speaks so plainly for itself the world is inclined to let it go at that. But that is not enough. A nation that honors its captains of industry and finance, its scientists and inventors, and fails to honor its soldiers of the plow is over-looking the very foundation of its greatness.

- C. V. Gregory

"THE LITTLE PARTNER OF THE BADGER WEEKLY"

Build Wisconsin



About Ye Editor

THE SPENCER RECORD and UNITY REGISTER, which, for several months, were included in the string of weekly papers published by E. C. Clark of Abbotsford, have been purchased by Carl H. Johnson and Loyd I. Messer forming the Johnson-Messer Publishing Company.

For the present both papers will be printed at Spencer. Mr. Johnson will devote his time to outside work, while Mr. Messer who was formerly editor of the Unity Register, will have charge of the mechanical departments.

The old leverless press that gave 20 years of faithful service in the plant of THE NEW LISBON TIMES-ARGUS has been replaced by a new drum cylinder machine. Publisher Charles A. Leicht has also installed a folding machine, made necessary through the rapid growth of the papers circulation.

THE INDEPENDENT REGISTER of Brodhead is celebrating its sixty-eighth birthday. Editor W. F. Schempp has had a hand in the making of the paper for thirty-eight years. Recently he acquired the assistance of Fred T. Odell, who is now taking care of the mechanical end of the paper and assuming a share in the business management. "Our paper's birthday is a happy day for us because of the promise of greater usefulness in the community", writes Editor Schempp.

J. W. Norris has revived THE WABENO ADVERTISER.

Redgranite is without a newspaper. THE HERALD, which was established in 1905 and for the past few years conducted by Editor R. W. Harmon, suspended publication with the issue of October 9. Editor Harmon publishes the WAUSHARA ARGUS at Wautoma.

W. N. Priddy, well known to many Wisconsin weekly editors, is back in the weekly field with the purchase of THE BLOOMER FREE PRESS. G. W. Deuel, the former publisher, will open a brokerage office in Bloomer.

Build Wisconsin

11-2-25

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.

EDITORS HIGH RECORD
ASSURE SECOND CONTEST

WHO will be the winners in Wisconsin's Second Annual Better Newspaper Contest?

Interest in the first competition was so keen and the results so gratifying that the contest just simply had to be made an annual event.

Several new rules and regulations, suggested by competing editors and observed at the contests of some of the other states, will likely be incorporated in the specifications for the 1926 meet. Among the changes recommended is that of entering several different issues of each paper published at various dates in order to represent more adequately the year's production.

In the first state-wide Better Country Newspaper Contest, held last winter at the University of Wisconsin during Farmers' Week, Badger editors, established a record for country weekly contests. In all 135 editors entered one or more classes. Competition, which was open to every state editor, took place in three classes, - Front Page Make-Up, Community Building Editorials, and Farm News Service. The contest proved to be one of the most attractive features to the large crowds of open dwellers who attended the annual winter gathering.

FOR SALE --- a weekly paper in a Wisconsin town of about 900 population. Both the paper and the printing plant are for sale.

BUILD WISCONSIN will gladly furnish the name of the owner to anyone interested in the purchase of this paper.

"THE LITTLE PARTNER OF THE BADGER WEEKLY"

Build Wisconsin

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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.

GOOD HEAD SELLS STORY
TO INQUIRING READER

Many Country Weeklies
Use Informative
News Heads

ADD READER INTEREST

Page Make-Up Improved
Appearance Counts

BUILD WISCONSIN is receiving copies of the leading weeklies of other states. A study of the columns of these along with Wisconsin weeklies reveals that the editors of many of the country weeklies have greatly improved the appearance of their front pages by employing better heads and using more styles and varieties of make-ups.

The editor of the Dresden (Tennessee) Enterprise believes that newsy heads, carefully set, improve the make-up and typography and develop greater reader interest in the country weekly. He admits that head writing is in itself an art, the successful accomplishment of which cannot be developed in a short period of time. It, much like other phases of journalism, improves with experience and constant trials.

Two heads which convey interesting information and are particularly suited to their use are reproduced here:--

POULTRY SHOW
AT FAIR A REAL
CACKLING EVENT

FARM COMMITTEE
MEETS MONDAY TO
BOOST CORN SHOW

.. All the Popular Breeds Exhibited by Leading Fanciers from Over the Country

Attempt to Increase Interest in Alfalfa by County Society

Largest Exhibit

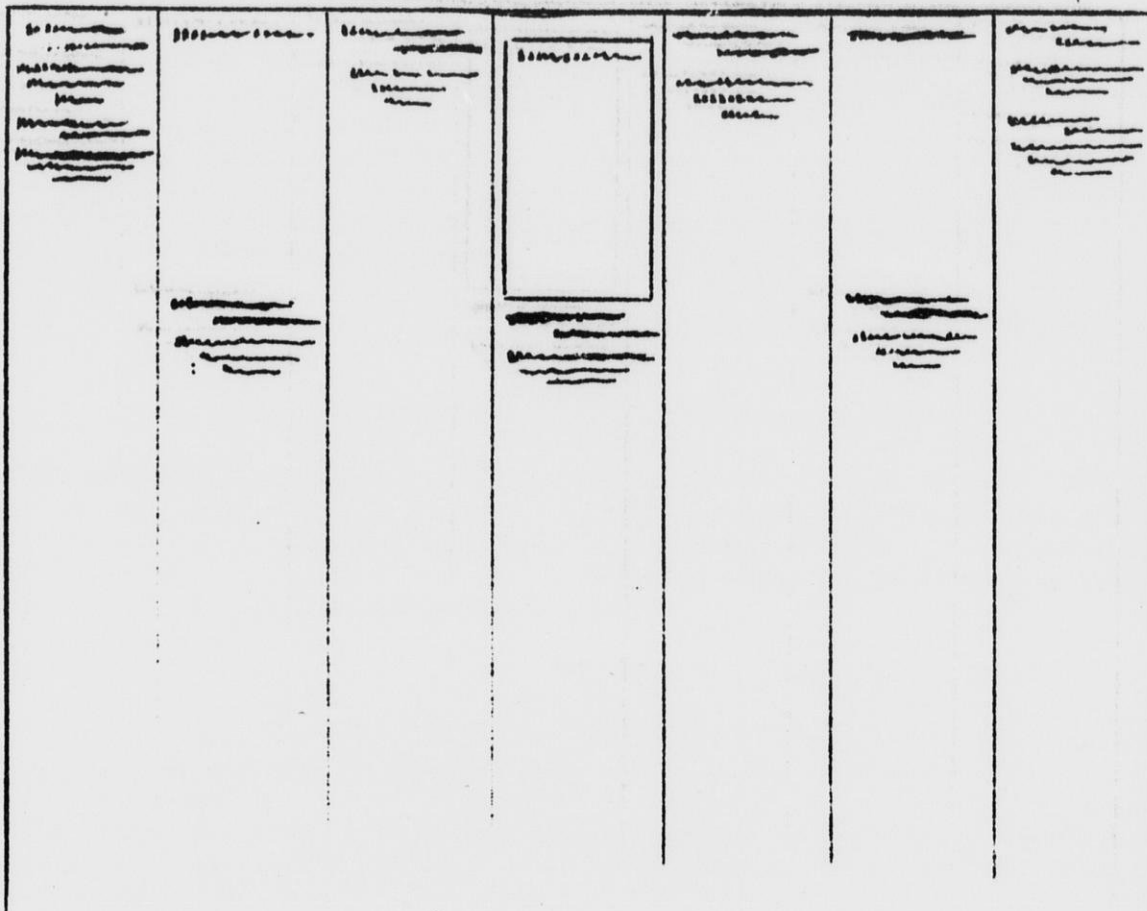
GET MANY BENEFITS

Manley Poultry Farm, Near McKenzie, Awarded Sweepstakes on Fine Fowls

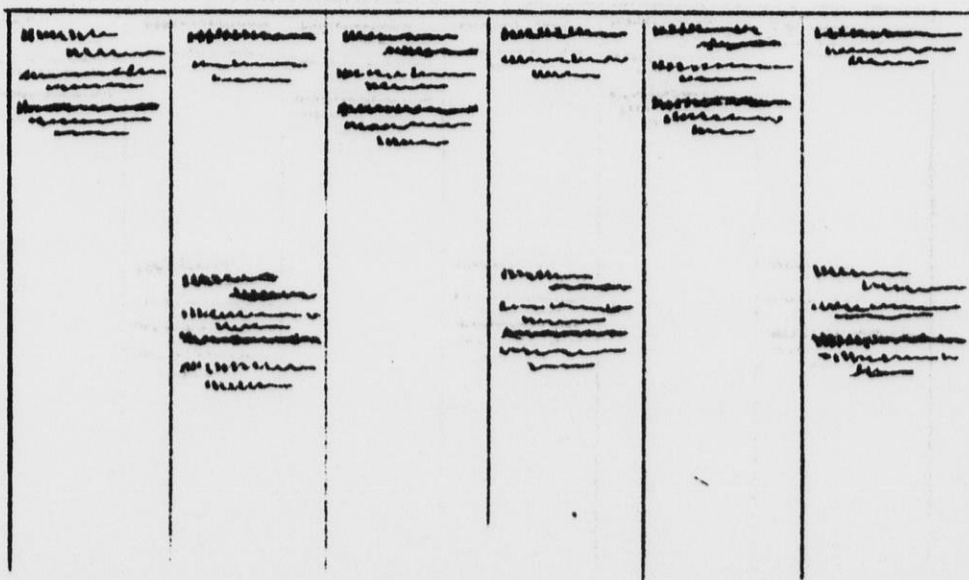
Expect Many Local Exhibits to Make State Event Biggest

The problem of balance in make-up is one which every editor faces, this editor asserts. A simple make-up for a six and a seven column paper are reproduced here in outline.

Balanced 7 column make-up



Balanced 6 column make-up



WHAT THE EDITORS SAY

-----Town and Country Teamwork-----

Just an even ton of print paper goes into this week's issue of the OCONTO REPORTER.

It is, of course, nothing unusual for the large city papers to use this amount of paper at one time, but it is a very rare occurrence, indeed, for a weekly paper published in a town like Oconto to use two thousand pounds of paper for a single issue.

This large issue is circulated at this time in recognition of the importance of the approaching Potato Show and as an evidence of the hearty support accorded that event by THE REPORTER and the business men of Oconto whose advertising support has made this issue possible.

--October 22, Oconto County Reporter

-----The Record-Herald Grows-----

The RECORD-HERALD comes out this week as a seven column paper. More space is made available for news and special features to brighten the pages of the paper. It is another step made by the publishers to give the readers better service..... We trust that our readers will like THE RECORD HERALD in its new form.

--October 3, Algoma Record Herald

-----New Budget "Goes Over the Top"-----

With this issue the News Budget "goes over the top" from the standpoint of legitimate, naturally acquired circulation in Ladysmith and Rusk county. It marks the reaching of a goal often aspired but never before attained by any newspaper published in Rusk county, relying solely on service to the people, and quality as a publication.

THE NEWS BUDGET in its editorial and local news columns has always "hewed to the line". We have endeavored, so far as was in our power, to do that which was for the common good.

Truth, accuracy and fairness have always guided us in the presentation of news and in editorial expression.

These qualities have made their appeal to the reading public of Ladysmith and Rusk county.

THE NEWS BUDGET today has the largest bona-fide circulation of any newspaper published in Ladysmith or Rusk county.

--October 9, Ladysmith News-Budget

Build Wisconsin

Volume 3 November 16, 1925 Number 45

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.

State Historical Society Has
Large Collection of Weekly
Newspapers Going Back
To the Beginning
In Many Cases

Wisconsin has one of the finest collections of newspapers in America. It is housed by the State Historical Society of Wisconsin in the library on the campus of the University of Wisconsin.

According to Annie A. Nunns, Assistant Secretary of the society twenty seven years ago under the editorial direction of Dr. Reuben Gold Thwaites, then secretary of the society, there was issued an Annotated Catalogue of Newspaper Files in the Library of the State Historical Society of the State of Wisconsin.

A wealth of information has been preserved by the State Historical Society in the University Library Building. Dr. Joseph Schafer, Superintendent of the Wisconsin Historical Society Library is glad to have editors in Wisconsin weeklies go through the files, which in many cases are complete from the first issue. The value of the collection lies not so much in numerical strength as in range of place and date of publication.

cost of printing.

But the value of the collection does not lie in its numerical strength rather in its range both of place and date of publication, and in the continuity of some of the files. From the very beginning of the society the newspaper editors throughout the state were asked to contribute their publica-

This was a volume of 375 pages and in the preface it was stated that "the files in the possession of the society now number about 10,000 bound volumes..... Our earliest original newspaper file is of the Oxford(Eng.) Mercurius Aulicus, for 1643-45 (with gaps)".

In 1911, because of the great additions to the collection, a second edition was published, this time

tions, not for the daily use of readers, but with the thought that the society might house complete files. The promise which was made has been kept, consequently all files are bound.

Editors change, newspaper offices burn down, but the file in the Society Library is in the care of an institution which is permanent and is housed in a fire-proof-building.

"THE LITTLE PARTNER OF THE BADGER WEEKLY"

Roe Recognizes the Farmer
And Gives Him Real Service

The Northfield (Minnesota) News seems to have taken the obligation of informing farmers of the date of important meetings which are distinctly of a farm nature. One whole page is devoted to farm news in this weekly which is edited by Herman Roe, now vice-president of the National Editorial Association, and a native of Clark county, Wisconsin.

The farm page is reproduced here to show how THE NEWS arranges the articles and the advertising. This arrangement of advertising makes the appearance of the page much more pleasing. Note the space given over to announcement of farmers' meetings.

Page 8

NORTHFIELD NEWS

November 6, 1925

<p align="center">The FARMER'S FORUM DEVOTED ESPECIALLY TO THE ACTIVITIES OF FARMERS' CLUB</p>	<p>Rice County Farm Bureau News</p>	<p>High School Ag Experts Test Soil on Lee Farm</p>
<p>Farmers' Calendar</p>	<p>Plan Interesting Program for Farm Bureau Meeting</p>	
<p>Friday, Nov. 6</p>		
<p>_____</p>		
<p>Saturday, Nov. 7</p>		
<p>_____</p>		
<p>Wednesday, Nov. 11</p>	<p>Fridgewater Lads Have Best Yields in Corn Contests</p>	
<p>_____</p>		
<p>Dakota County Caw Test Association to Organize for Year</p>		
<p>Junior Stock Entrants to Get Special Rates</p>	<p>County Agent Urges Prison Sentences for Chicken Thieves</p>	
<p>Milton Peterson to Leave Testing Work</p>		

Today the society has the only complete file of many Wisconsin newspapers. Editors, lawyers and family historians make wide use of them. The collection has now reached some 33,000 volumes, and the housing proposition is becoming a matter of acute concern. Every available spot in the room devoted to that purpose has now been completely shelved, and the question arises "What Next?"

Entries Soon Due In
Editors' Service Contest

Have you entered the first annual community service contest for Wisconsin weeklies?

Entries for the tournament carried on under the auspices of the Wisconsin Press association will close on New Years Day, and on January 6 all papers that are to be entered in the competition will be in the hands of Willard G. Bleyer, University of Wisconsin, Madison.

Anything and everything that any Wisconsin weekly newspaper has done during the year 1925 in the way of leadership or cooperation in improving and upbuilding a community will make it eligible for the contest. The efforts of the paper may have been confined to one project or they may have been devoted to a number of different projects. Hence, a year's file of the paper may be submitted, or only ten or a dozen issues in which a community campaign was carried on. A small paper that is alive to the needs of the community in which it is published has an equal opportunity with the paper of large size and circulation.

Editors are asked to send with the papers they enter in the contest a statement of the community service which was undertaken and the results of these efforts.

Front Page Contest Feature
of Minnesota Farmer's Week

Minnesota's editors and farmers are teaming together. Entries for the annual front page make-up contest held in connection with the editors' Short Course at the Minnesota College of Agriculture close on January 11.

The idea is that such an exhibit in connection with Farmers' and Home Makers' Week will help to increase the interest of the home folks in their home papers, declares W. P. Kirkwood of that institution.

COMING DATES AND EVENTS

Prepared for Build Wisconsin*

A list of holidays, anniversaries, events and conventions for the use of Wisconsin editors.

You will find in this list dates around which you may build news stories, editorials or advertising campaigns. You may want to feature many of the events and encourage local observance of many of the anniversaries.

For local agricultural dates telephone your county agent, the secretaries of your county breeders associations, and officers of other farm organizations.

*BUILD WISCONSIN acknowledges credit, in building this list, to the Committee on Publicity Methods.

NOVEMBER - 1925

- 16 - 22 American Education Week (including Community and Health Day) - Bureau of Education, Washington, D.C.
- 18 - 20 Convention and Exposition, Wisconsin Agricultural Experiment Association, Menomonie.
- 18 - 20 Convention and Exposition, Wisconsin State Horticultural Society, Eau Claire.
- 26 Thanksgiving Day.

DECEMBER - 1925

- 3 - 4 Convention, Southern Wisconsin Cheesemakers' and Dairymens' Association, Monroe.
- 6 International Bible Sunday (400th Anniversary of first printing of New Testament in English by William Tyndale) - American Bible Society, Bible House, New York, N.Y.
- 8 Joel Chandler Harris' Birthday.
- 8 - 12 Convention, American Society of Equity, Shawano.
- 8 - 10 Convention, Wisconsin State Grange, Neenah.
- 9 - 11 Convention and Exposition, Wisconsin Cheesemakers' Association, Milwaukee.
- 16 - 17 Society of American Foresters, Madison.
- 29 - 31 Convention, American Society of Bacteriology, Madison.
- 25 Christmas Day.

JANUARY - 1926

- 1 New Year's Day
- 2 150th Anniversary of the raising of the first American flag at Cambridge, Massachusetts.
- 6 - 7 County Fair Association, Marshfield.

- 17 Benjamin Franklin's birthday.
- 25 - 29 Wisconsin Road School, Madison.
- 26 - 29 Wisconsin Veterinary Medical Association and Short Course for Wisconsin Veterinarians, Madison.
- 29 William McKinley's birthday.

FEBRUARY - 1926

- 1 - 5 Farmers' and Home-makers' Week at College of Agriculture, Madison.
- 1 - 5 Annual conventions, Wisconsin live stock breeders' associations, Madison.
- 7 Charles Dicken's birthday.
- 8 - 15 Boy Scout Week - Boy Scouts of America, 200 Fifth Avenue, New York City.
- 10 - 12 Master Builders' Association of Wisconsin, Madison
Wisconsin Brotherhood of Thresherman,
- 12 - 13 Southern Wisconsin Teachers' Association, Madison.
Engineering Society of Wisconsin, Madison.
- 12 Lincoln's birthday.
- 14 St. Valentine's Day
- 22 Washington's birthday.
- 27 Longfellow's birthday.

Build Wisconsin

Volume 3 November 30, 1925 Number 46

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.

Country Weeklies Contribute to Widespread Dissemination of Agricultural Knowledge Says Bureau Chief

Newspapers, as much as any other agency, have been responsible for more than half of the improved practices adopted by farmers in the past few years.

This statement comes to BUILD WISCONSIN from Dr. C. B. Smith, chief of the office of cooperative extension work in the Federal Department of Agriculture. Dr. Smith bases his statement on surveys made in several states.

Men travelled either on foot or by auto along the highways going from 300 to 1000 miles to cross the states covered in the survey. They inquired of every farmer on each side of the road making a list of those farmers who subscribed to papers.

Back in 1912 the survey showed that 66 per cent of the farmers were taking a farm paper. In 1919, 75 per cent were taking a farm paper and 75 per cent were also taking a daily paper.

In the 1923 and 1924 surveys in four states 63 per cent of the improved farming or home practices adopted by the farmers or their wives traced back directly to various publicity mediums, with the newspapers, daily and weekly, in the majority.

According to Smith, the newspapers and farm pages did this by publishing the findings of successful farmers, of the state experiment stations, the agricultural colleges, the county extension agents, and the federal department of agriculture.

26

Let's
do
our
job
even
better

27

-- Show Interest In Profession --

"What are you doing about this government printing of envelopes", ask Ender and Leary, the publishers of THE RICE LAKE CHRONOTYPE.

"Do it now", says H. C. Hotaling, Executive Secretary of the National Editorial Association.

The circular letter which THE CHRONOTYPE is sending out shows the interest which these publishers have in this matter. They suggest that all Wisconsin weekly editors write to their senator or congressman telling him of their interest in the matter. A letter such as the Chronotype's should be effective.

The Ideal Farm

In the final analysis the ideal farm -- the truly successful farm -- is the one which yields to the farmer and his family a living -- full, adequate, complete -- liberal in its rewards, but not lacking in the social esthetic and ethical values which make for character, contentment and genuine happiness. The soil has the capacity to produce these returns if the hand which turns it will sow the right seed in the right way, and will properly nurture the plant. The key which unlocks the wealth of the fields and brings forth the treasures, material and spiritual, is the intelligence of the farmer. -- The Farmer and His Farm, by

App and Woodward. -- News Letter

Doings of the Editors

T Get A Fair Price
o many of the fellows are working under the delusion that \$1.50 is ample, says Editor Gipple of THE GALESVILLE REPUBLICAN.

He continues, it can't "be did". When such observe that the \$2.00 rate is the popular rate, they may sit up and take notice.

#

A Gertschen Engages Editor
lex P. Gertschen who publishes THE MARATHON TIMES has engaged A. T. Lokken, who has had newspaper work in Minnesota and Wisconsin to take charge of the editorial work on THE TIMES.

#

E Hartford Weekly Celebrates
larence R. Hathaway, who has owned THE HARTFORD TIMES for the last two years is celebrating the thirty-second anniversary of the paper.

Editor Hathaway has made considerable progress since acquiring THE TIMES.

#

Dick Pugh of THE LUCK ENTERPRISE and Harvey Oleson, who has been, for two years, with THE HUTCHINSON (Minnesota) LEADER as a reporter and city editor have purchased THE FREDERICK STAR from W. H. Hansen.

Editor Pugh will manage THE LUCK ENTERPRISE while Editor Oleson has charge of THE FREDERICK STAR.

#

BEG YOUR PARDON

In Covering Rural Wisconsin Effectively, add to page 22
this paragraph:--

JACKSON COUNTY JOURNAL

Circulation, 2100

Wednesday

The Journal was founded in 1886. Its present editor, Merlin Hull,
also publishes a farm magazine at Black River Falls.

Correct page 13 to read:--

The Portage County Press is now edited by J. L. Moberg, who also con-
ducts THE AMHERST ADVOCATE.

On page 25 indicate that --

Gordon Hamley is now manager of The Brandon Times.

When reading page 29 you will be interested to know that M. J. Hart,
of THE GLIDDEN ENTERPRISE, now publishes THE BUTTERNUT BULLETIN.

Turn to page 31 and indicate in your copy that E. W. Kredl has pub-
lished THE CAZENOVIA REPORTER since April, 1925.



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 3 December 7, 1925 Number 47

The Editor's Task

The highest achievement of an editor is to make plain and desirable the high things of life, to inform those needing information, to cheer the downcast, to refresh the weary, to inspire the discouraged, to shame the sordid, to thwart the oppressor, to ennoble labor, to beautify the drab, to make righteousness readable. Fashion your editorial page after that manner, back it with sound business discretion, bolster it with unflagging zeal, make of your labor a thing of joy, and all will be well.--Frank O. Edgecombe
President, N.E.A.

Noted Missouri
Editor Gives
Dinner for Staff

They came plowing in through mud and rain from Prairie Home and Otterville, Lone Elm and Pilot Grove, every last mother's son and daughter, except four, to attend the turkey dinner given by Editor Edgar C. Nelson at the largest hotel in Boonville (Missouri).

Nelson is the publisher of the Boonville Advertiser and president of the Central Missouri Press Association. He felt that his shop force and his country correspondents were due some recognition so he ordered this Thanksgiving day dinner. He also felt that his competitor, the editor of the daily paper, would enjoy the meeting so he invited him in.

The country correspondents told how they gathered the news at meetings and from the telephone operator. There was a happy exchange of ideas among the correspondents and finally they were told by Congressman Nelson, a brother of the editor, and a former publisher, not to allow any personal prejudices to influence them in their reporting of the news. The Advertiser will undoubtedly have a better rural correspondents section.

TIPS

"I always make it a point to send a neat and appropriate receipt for a year's subscription to my paper to every newly wedded couple - 90 per cent renew with cash and become good friends". This tip from Editor Charles E. Barnes of Mankato, Minnesota.

"One time", he says, "I ran a photo of the back of the head of a citizen. The following week the name of this man appeared with another photo. I wound up one of these series by getting five bald-headed men to sit for a 'back view'. Under this 'final' I ran this: 'The last of a dying race'. It made a big hit".

"A 'Coming Events' column has always proven valuable to my publication, Barnes continues. In this I gave date, time, place, and the event, ringing in big store sales with the auctions, county fairs, etc. I ran everything but the stork announcements".

Pick out sturdy characters and give them good sensible write-ups. This always proves interesting. Above all, of course, is the use of names, names, names. The girls that works in Mrs. Billingscoo's kitchen is just as interested in seeing her name in the paper as is the Mrs. Blind writeups of local industries are a strong feature and have a tendency to make doubting Thomas's in advertising believe that people read the paper, Barnes concludes.

- 30 -

TACK THE EDITOR

Educators concede that one of the best methods of teaching is that of building vivid mental pictures in the minds of the students. The publisher of the country weekly can undoubtedly make a stronger impression upon the town merchants if he carefully prepares a map showing the vast amount of territory which he covers and the completeness of the coverage.

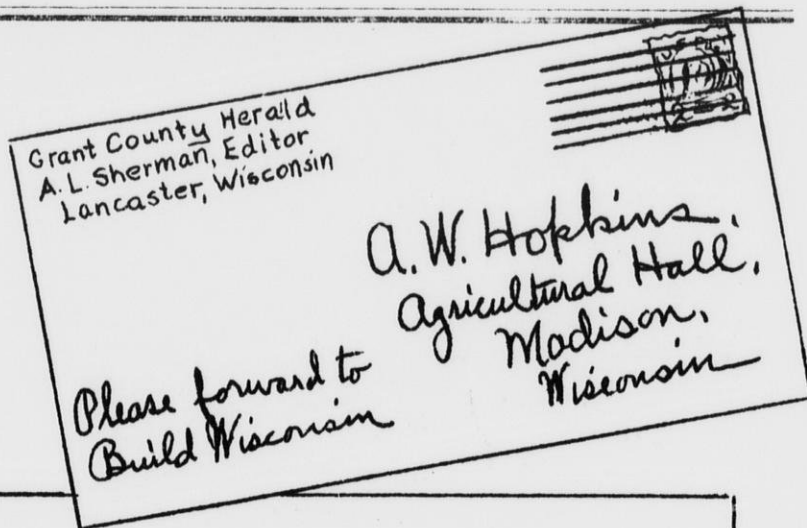
Such a map displayed in the office window will help to acquaint not only the merchants but also the townpeople and farmers with the scope of the paper. Colored tacks may be used to indicate each farm subscriber and one tack may represent a certain number of town subscribers. If another map is prepared on a town plat map even the completeness of town coverage can be very vividly portrayed.

"It is certain", writes one editor, "that such a picture of the trade territory together with good advertising copy when shown to the merchant will have a powerful influence toward securing his advertising contract".

Build Wisconsin

Volume 3 December 14, 1925 Number 48

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.



Lancaster, Wisconsin
December 3, 1925

Dear Mr. Hopkins:

The study of English newspaper methods was purely indirect, on my trip to the British Isles. But while I made it a rule not to look at the printed word in any form for two months I couldn't help glancing, occasionally, at an English print and drawing a few conclusions.

Advertisements are set in agate all over the front page. There are practically no display ads. There is no verve or imagination. All news stories are handled alike regardless of importance. These papers contain column after column of eight point type with few heads larger than twelve point. No attempt is made to display the news. Readers are forced to take column after column laboriously to get what the paper contains. But this is no burden to him - he likes it. Reading a paper in England isn't a pastime as it is in America - it's a sacred daily rite there.

British papers also have points in their favor. They taboo the sensational, the morbid and the depraved. British papers strive to be accurate. As a whole, I think they regard truth in news, and accuracy, higher than we do. British papers are models of academic style.

2.

To the Britain form, **style** and tradition are everything. Their English is better, their news more accurate, their standards in regard to public service very high.

To the American, tradition is nothing. We like nothing better than to tear some old thing apart to see if we can't make it work better in some other way.

To an American, style is almost nothing. Few of us know the language as the educated Britisher knows it. Therefore, our papers are full of errors of form, grammar and punctuation.

To us the big thing is this: have you got an idea? Can you express it forcibly so that your reader will get you? If you can do this you are a success regardless of your academic style.

I gave many of these ideas to an English friend who became wroth when I gave him this candid criticism. He fumed, "You Americans have an insularity that is impossible to penetrate." (Not bad, eh?)

"Yes, and you English are so bound by tradition that you haven't an idea later than 1857", I returned. ("Hot come-back")

There is truth in both. However, America is a young country. We live in the future and England lives in the past.

I thank you,

Signed - A. L. Sherman

Judges For 1926 N.E.A. Contest Announced

The 1926 National Editorial Association Better Newspaper Contest will cover the twelve months ending March 1, 1926.

The four contests which are included in the schedule, according to Frank O. Edgecomb, president, are for the best weekly newspapers, the best editorial page, the best front page and the greatest community service. The list of judges is as follows:

Best Weekly Newspaper - Fred W. Kennedy, manager, Washington Press Association, Commerce Hall, University of Washington, Seattle, Washington.

Best Editorial Page - G. L. Caswell, Chairman of Committee, managing director, Iowa Press Association, Ames, Iowa.

Best Front Page - George T. Lord, president, New York Employing Printing Association; Burton Emmett, president of the American Institute of Graphic Arts, and W.J. O'Neill, publisher of the American Printer.

Greatest Community Service - H.H. Herbert, director, University of Oklahoma School of Journalism.



And the angel said unto them,
Fear not; for, behold, I bring
you good tidings of great joy,
which shall be to all people.

For unto you is born this day
in the city of David a Savior
which is Christ the Lord.

Glory to God in the highest,
and on earth peace, good will
toward men.

Luke 2 -- 10, 11, 14

Volume 3

December 21, 1925

Number 49

Minnesota Editor Has Christmas
Spirit Throughout the Year.

Over in Minnesota, George M. Fosburgh edits the Ortonville Journal, and endears himself and his papers to the boys and girls of his county by boosting club work.

"Verily I say
unto you
inasmuch

The immediate result has been that one of his boys won first prize in the State Junior Live Stock Show and it is predicted that this editor's work will have a very direct effect upon the prosperity of his county. The story as told by one of the Twin City papers is worth careful reading. Here it is just as it came from the press:

as ye
have done
it unto
one of the
least of
these my
brethern

"Boys' and Girls' Club work in Big Stone county was languishing if not dead, owing to the lack of a county agent. Mr. Fosburgh, instead of talking about the situation, decided that something had to be done. What is more, he decided that he could not waste time persuading someone else to do it. So he oiled up his fliver and started out. His object was to interest the boys and girls of the county in just two projects -- pigs and poultry. By the middle of May he had a club organized, and by June 1 the feeding of pigs began, from two to three months later than with many other clubs in the state. He had to dig down into his own pocket to some extent to finance the youngsters but he got them going.

ye have
done it
unto
me."

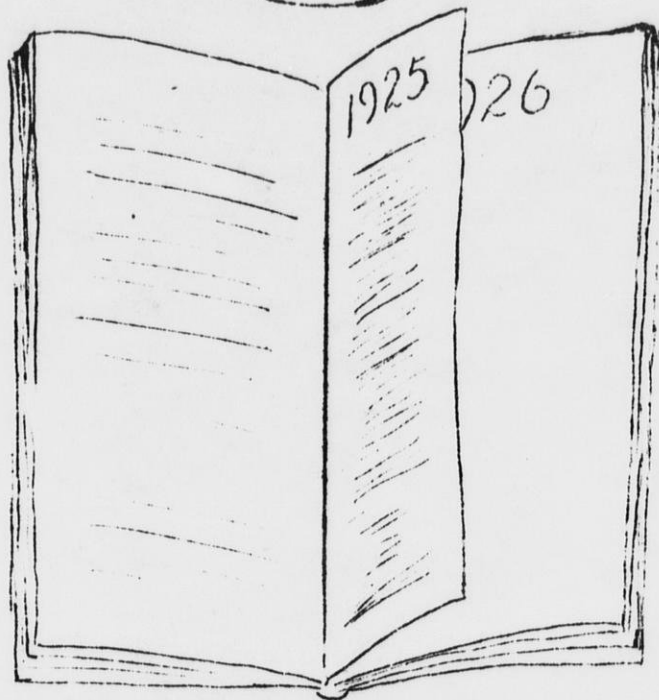
"Mr. Fosburgh is evidently no quitter. He was not satisfied merely with starting the youngsters on their projects. He kept in touch with them through the summer and fall. Between Mr. and Mrs. Fosburgh the boys and girls of Big Stone county club were each visited and given encouragement in their work about 12 times in the course of the summer.

Matthew -
Chapter 25 - 40

"October 30th a 'show-down' was held and the Kiwanis club of Ortonville gave a banquet for the boys and girls, awarding prizes to the winners. Then came Howard Hammer to the Junior Livestock Show and captured the first prize in the Poland-China class.

"What is the result? Fifty-five business men of Ortonville have signed an agreement to back the notes of the boys and girls who wish to enter club work for the coming year and have not the money with which to buy animals. The boys and girls will be expected to pay back the borrowed money just as they have paid back Mr. Fosburgh this year. Boys' and Girls' club work is thus assured in Big Stone county for another year in spite of the lack of a county agent.

Build Wisconsin



Turning Another Page in History

JUST before turning the last page of the old year to face the now clean sheet of 1926 let us soberly reflect upon the year's activities. We will conclude, no doubt, as President Coolidge did when, in thinking on the subject, he said, "I believe that our American press is more independent, more reliable, and less partisan today than at any other time in its history."

AND so, before we lock the forms and print 1925 indelibly on the records of history, let us resolve to make the country weekly stand for even more in 1926. Let us attempt to climb another rung up the ladder which leads to greater recognition of the country weekly.

May BUILD WISCONSIN, your partner, help you in this attainment, is our sincere wish.



Many Badger Editors Issue
Colored Christmas Number

The many special Christmas numbers of Wisconsin country weeklies which have come to BUILD WISCONSIN during the past week bespeak the opportunities of which many editors have availed themselves.

The colored cover page has been utilized by fifteen editors to date. They are E. C. Clark, publisher of the ABBOTSFORD TRIBUNE, CLARK COUNTY JOURNAL, CURTISS ADVANCE and MILAN SENTINEL; M. M. Keller, editor of the SHAWANO COUNTY LEADER; Harvey Kitz, editor of the WINNECONE LOCAL; Frank B. Gessler, editor of the BANGOR INDEPENDENT; George E. Dixon, editor of the BROADHEAD NEWS; I. A. Kenyon, editor of the MELLEEN RECORD; C. J. Mueller, editor of the JEFFERSON BANNER; F. A. Siebensohn, editor of the OMRO HERALD; F. S. Zintz, editor of the MT. HOREB TIMES; Richard E. Smith, editor of the PARK FALLS INDEPENDENT; Frank E. Pieper, editor of the HILBERT FAVORITE; C. L. Coward, editor of the LODI ENTERPRISE; and A. A. Roessler, editor of the WAUNAKEE TRIBUNE.

Editors Roessler and Mueller have each published two special Christmas editions with colored cover pages.

All of the publishers of country weeklies have had an increase in advertising in these Christmas editions. Many of them have spread the advertising over several issues rather than concentrating a large amount of it in one special issue. It is with a sigh of relief, however, that many publishers will welcome the passing of the holiday rush.

LAKE GENEVA NEWS TRIBUNE
Rounds Out First Year
As Community Paper

The LAKE GENEVA NEWS TRIBUNE controlled by the Home Publishing Company and edited by Arthur R. Todd completed its first year as a consolidated community weekly newspaper by publishing a special Christmas and anniversary number.

The first year proved to be eventful for the new paper. It expanded from six to seven columns and installed a new printing press and linotype. It was awarded third prize for front page make-up in the Wisconsin Press contest.

The TRIBUNE ranks high as a successful Wisconsin weekly because it caters to the needs of the community, Editor Todd points out. It carries a farm page devoted to the interests of farming and dairying and has special correspondents to gather the news from fifteen near-by towns.

During the past year, special editions were issued five times. The paper supported the Winter Sports Carnival, a Press Club at the High School, a campaign for equalization of tax assessments, an Armistice Day program, and a Pay Your Bills Campaign.

The TRIBUNE gave numerous prizes for essay contests among the school children for best decorated windows, for the best display of grain at the Bloomfield fair and for the first baby born in 1925.