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# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 5

January 3, 1927

Number 1

## COMMUNITY PAPERS MAY OCCUPY STATE CAPITOL



OFFICIAL Wisconsin, including Governor-elect Fred R. Zimmerman and the members of the legislature, may be among the spectators who will see a clear picture of community newspaper progress when they view the array of Badger weeklies in the Better Newspaper Contest, which will likely be held in the state capitol, at Madison, February 10-12.

The galleries will be open to the public throughout the entire week and the results of the match will be announced to the editors, attending the mid-winter meeting of the state press association at their banquet, on the evening of February 11.

"Keen interest is being shown by Wisconsin newspaper folk in this year's contest", reads a report from the contest committee, composed of Editors Dick Pugh, Charles Lowater, A. F. Ender and Andrew W. Hopkins.

"It appears that most of the editors who exhibited two years ago will be entered in this match and many of the publishers who were not represented are planning to show their papers in this year's contest.

"The main attraction for weekly editors in an event of this nature", according to the committee, "is the opportunity that is offered to display their wares before their fellow publishers and to represent their communities alongside of other progressive towns. Several actual cases are recalled where a decided improvement in the paper followed the participation in the first state-wide contest. Even in cases where the editor did not see the display of papers, many of them report that they have been given an incentive to serve their communities more efficiently after seeing the methods followed by the winning editors.

Although cash prizes in the contest amount to \$250, the committee feels that the editors will enter the match primarily to show their paper and represent their community rather than to "cop" the awards. Of course, they point out, many editors will attain all of these triumphs.

Any two issues, published during consecutive weeks in the year 1926, may be entered in any or all of the three classes of the contest, namely, (1) front page make-up; (2) community-building editorials and (3) farm news service. The two entries in each class will be judged on their aver-

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.



age excellence. The front page make-up class has been divided into three divisions in order that the papers published in different sized towns will compete with the weeklies that serve nearly similar sized communities.

Application blanks for entry in the contest were sent to the 350 country weekly editors last week. After selecting from the files the papers which the editor plans to enter, he should return the application to Andrew W. Hopkins, Chairman, Agricultural Hall, Madison. It is important to fill out the blank completely, especially giving the dates of issuance of each entry.

Although entry fees are charged in some newspaper contest, the Wisconsin matches have always been open to every weekly editor in the state, and this year's is no exception. After the papers have been sent to Madison, the committee will handle all the details, and display them in the state house. The deadline for the contest is January 15, 1927. Papers must be in the office of Hopkins on or before this date.

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FILE FIRST ENTRIES  
IN NEWSPAPER TILT

**N**INE editors are tied for the honor of making the first entry in the all-state Better Newspaper Contest. Only a day or so elapsed after the mailman carried away the application blanks before he brought back the completely filled out applications for the following scribes:

J. C. Flint, editor of the DUNN COUNTY NEWS (Menomonie); Otto Zander, BRILLION NEWS; W. F. Phillips, GRANTON HERALD; John A. Kuypers, DE PERE JOURNAL-DEMOCRAT; P. E. Smith, PARK FALLS INDEPENDENT; Theodore Buechler, Jr., BUFFALO COUNTY JOURNAL (Alma); Harbeck & Schaeffer, KEWASKUM STATESMAN; Henry B. Kaempfer, WEST BEND PILOT; and Mark Bell, of the LADYSMITH NEWS-BUDGET.

As the entries continue to file in, it is planned in BUILD WISCONSIN to give the names of each newspaper and its editor.

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INNOVATION - The opinions of nine judges will be averaged when the weeklies are scored in the Better Newspaper Contest. Three judges will officiate in each class but the entire group will assist in selecting the sweepstakes newspaper. The names of triple trio will be announced in the near future.

EDITOR - Don't you want to insert in this story the names of your town and paper? Your readers will be interested to know that their weekly is participating in a state-wide match.

HOME WEEKLY ENTERS  
STATE-WIDE CONTEST

Plans to Display Product  
of the Community in  
State Capitol

(Name of your town) will be represented in the all-Wisconsin Better Newspaper Contest, to be held in the State Capitol, Madison, February 10-12. Copies of the (name of your newspaper) will be entered in the match.

About 350 weekly newspapers are eligible to compete in this friendly contest. This group of weeklies is published in about 300 towns and cities.

"Besides showing the work of the editor during the year, each newspaper in the exhibit will speak for the community which it serves", asserts Andrew W. Hopkins, chairman of the contest. "Many communities are known by their newspaper, and local folks may well share pride in the journals that enter the homes of the locality. Every enterprising community that has a weekly newspaper should be represented in this gathering", he declares.

We are entering our issues of (dates of publication) in this competition.

While the contest is in progress, editors from all parts of the state will assemble at the Capital city for their annual mid-winter meeting. Some of the leading journalists of the country will address the Badger scribes.

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# BUILD WISCONSIN

["THE LITTLE PARTNER OF THE BADGER WEEKLY"]

Volume 5

January 11, 1927

Number 2

TO EMPHASIZE  
WEEKLY STYLE

"Neither you nor I  
have any chance of  
flaunting any metro-

politan fashions of journalism before  
the eyes of the local folks", whim-  
sically writes Charles Lowater, of  
the SPRING VALLEY SUN, to the Badger  
editors who are publishing weekly  
papers in towns with a population be-  
tween 750 and 1,500.

No advantage would be gained  
in the Better Newspaper Contest by  
following the style sheet of the metro-  
politan daily, according to the com-  
mittee in charge of the match. The  
members have reiterated that the fea-  
tures which characterize the country  
embody the points which likely will be  
emphasized when the judges select the  
winners.

Editor Lowater earnestly believes  
that the measuring of a newspaper  
against other weeklies is an excellent  
stimulant for an editor. In fact, he  
admits that the first match helped to  
inspire him, and new possibilities were  
seen that since have been turned into  
decided assets in the Spring Valley  
publishing plant.

SPARTA PAPER      Word comes from Sparta  
AGAIN A WEEKLY    that the partnership  
                         of Spradling and McCoy,  
publishers of the SPARTA HERALD, has  
been dissolved, and that the publica-  
tion of the Herald will, in the fu-  
ture, be under the management of James  
W. Spradling, Bruce McCoy withdraw-  
ing from the firm. At the same time,  
it was announced that the HERALD  
would be issued but once a week in the  
future, it having been published as a  
semi-weekly since the middle of the  
past summer.

Subscription rates were also re-  
duced from \$3.00 to \$2.00.

348 WEEKLIES  
IN WISCONSIN

Community centers  
in Wisconsin are  
essentially one-paper  
towns, a review of the 348 weekly  
newspapers now active in the state  
indicates.

Country weeklies are published  
in 296 towns and cities of the state.  
Of the communities with newspapers,  
251 are served by one paper, 38 by  
two and seven of them have three  
weeklies.

"The fact that Wisconsin does  
not have as many country weeklies as  
some of the other middle western  
states with about the same population  
does not indicate that this state is  
not well served by its press", ob-  
serves Andrew W. Hopkins, editor at  
the Wisconsin Experiment Station.  
"Instead it may show that the country  
papers in the state are well estab-  
lished and that the unnecessary  
journals have been largely weeded out.  
A small number of thorough-going  
papers may give", he feels, "better  
service than a large number of common  
ordinary weeklies."

The trend in the state during  
the past decade, according to Hop-  
kins, has been toward a smaller  
number of more efficient weeklies.

ORIGINAL, THE  
BRILLION NEWS

When Editor Otto Zan-  
der sent copies of  
the BRILLION NEWS for  
the newspaper contest, he admitted  
that he was "incorrigibly unorthodox  
in his ideas of splurging headlines."



Not hoping to win a ribbon, Zander, in all his modesty, says he entered the match for two reasons. One is to represent his community and the other to make the contest a success. He may do all three.

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**MORE WEEKLIES ENTER CONTEST** If advertising pays the home town merchant and local business folks, why won't it help the community? That it is indispensable is the view of the Badger editors who have already entered their home papers in the Wisconsin Better Newspaper Contest, to be staged in the state capitol during the winter meeting of the state press association.

As the community prospers, so come benefits to the local newspaper, is the belief of these editors who are anxious to help advertise their towns and the nearby countryside. The display of any of the town's products, including its newspaper, in some other section of the state, is exceptionally valuable advertising, according to these men of the country press.

Among the progressive towns, whose editors have arranged, during the past week, to enter the state-wide contest, are the following: East Troy, represented by the NEWS, edited by Kurzrok & Son; Clintonville, TRIBUNE, Earle Moldenhauer; Stratford, JOURNAL, Verne Richards; Burlington, STANDARD DEMOCRAT, Louis H. Zimmermann; Waterford, POST, Miller & Merrill; Barron, BARRON COUNTY TRIBUNE, M. W. Sowaske; Edgerton, WISCONSIN TOBACCO REPORTER, C. A. Hoen; Oconto, OCONTO COUNTY REPORTER, Doyle L. Buckles; Fort Atkinson, DEMOCART, Ernest A. Schmied; Kendall, KEYSTONE, Henry H. Francis; Rice Lake, CHRONO-TYPE, A. F. Ender; and Milwaukee, TIMES, by Harold Towell.

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**EXTRA NUMBER ISSUED IN '26** Fifty-three issues were published during the past year by weekly editors whose publication day

was Friday and who did not omit an issue on account of Christmas or New Year's holidays. The year 1926 came in on Friday and went out on the same day, thus making a year of 53 weeks for papers published on that day of the week.

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**VARIETY FAVORED IN PAGE MAKE-UP** The "deadly sameness" of the front page is one of the deplorable features that Editor Doyle L. Buckles, of the OCONTO COUNTY REPORTER has noticed after going over some 300 exchange papers every week, he laments in a recent letter to the editor of this sheet.

Buckles feels that in building a strong business, the country editor can not merely rely on sentiment and home pride. The boundary lines of the local balivick, as he puts it, are fading and unless the community is served by a newsy and attractive paper, it is only natural that the local folks will subscribe to other publications.

Rules of precedence and tradition are often violated around the office of the REPORTER, it is seen from Buckles' experience of last summer. On several occasions, he surprised the Oconto folks by preparing special issues, and he reports, incidentally, that each proved successful. Just for the sake of arousing a discussion on make-up at the state press meeting the Oconto editor plans to enter a copy of one of his "Xtrys" in the newspaper contest.

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**WINNING EDITORS TO GET TROPHIES** Besides a cash prize of \$25.00 the editors winning first prize in the three divisions of the front page make-up class, in the community building editorial class and the farm news service will each receive handsomely engraved silver loving cups, according to an announcement from the committee in charge of the Better Newspaper Contest.

These awards will become the permanent property of the winning scribes.

The champion weekly of the front page make-up class, published in towns with a population less than 750 will receive a cup presented by Louis H. Zimmermann, secretary of the state press men. This award will be known as the "Secretary's Trophy".

President John A. Kuypers, of the state association, will give a "President's Trophy" to the blue ribbon paper published in towns between 750 and 1,500 population in the front page make-up class.

The prize winning paper in the third division of the front page make-up class will receive a cup from the Bennett Brown Advertising Company, of Chicago.

Members of the staff of the school of journalism of the University of Wisconsin will present a trophy to the winner of the community building editorial class.

The award for the winning paper of the farm news service will be given by the staff of the department of agricultural journalism at the state university.

Besides these trophies, a sweepstakes award will be given by the state press association to the best all around paper shown in the match.

Cash premiums in this year's state-wide contest, including three awards of a three-year membership in the National Editorial Association, amount to \$250. No charges have been made to enter the contest, the prizes having been made possible through the generosity of a number of organizations that serve Wisconsin weekly editors.

CO/ST EDITOR  
FOLLOW'S STATE

Only a distance of some 2,000 miles keeps Editor George W. Eopp from entering his CAMAS (Wash.) POST in the Wisconsin Better Newspaper Contest.

Immediately after this year's match was announced, Editor A. F. Ender, of Rico Lake, received two copies of the Washington weekly with a letter from the Camas editor applying for admission in the contest. Ender, of course, had to inform the Washingtonian that the match was open only to Wisconsin country weekly publishers.

Such an enterprising paper is the CAMAS POST and so well is it dressed that the contest committee plans to display it in the rotunda of the state house during the meeting of the state press men alongside of a number of other strong weeklies.

FARM NEWS OPEN  
TO ALL EDITORS

Two methods of displaying farm news in country weekly newspapers are followed by Badger editors, an examination of several hundred of the state's weeklies reveals. While a number of the scribes devote an entire page or a department to the news of the farm and the family, the majority of the editors arrange farm news throughout the paper much like the other news of the community.

Either method of presentation has been approved for the farm news service class of the Better Newspaper Contest. However, the judges will no doubt give the highest awards to the papers which are presenting local farm news, of the community and state. This type of material is much more helpful to Wisconsin farmers than accounts of the growing of cotton, the refining of sugar or irrigation problems of Idaho.



# BUILD WISCONSIN

["THE LITTLE PARTNER OF THE BADGER WEEKLY"]

Volume 5

January 19, 1927

Number 3

WEEKLY

MATCH

STILL

OPEN

**E**NTRIES for the all-Wisconsin Better Newspaper contest are still being accepted, reads an announcement from the committee of editors in charge of the match. Because the entry blanks were not distributed as early as it was planned at the time the deadline was announced, the committeemen state that the closing date will be extended to January 31.

However, extension of the deadline does not affect the selection of the entries as only those issues published during 1926 are eligible for competition. Two consecutively published numbers should be submitted in each class.

About 90 communities in 49 counties are represented by home newspapers in the match up to the present time, according to the committee's count. This is only a little more than half of the weeklies that the committeemen hope to display when Wisconsin country scribes convene for their annual mid-winter meeting in the Capital city, February 10-12.

In charge of this year's match is a committee consisting of Dick Pugh, editor of the LUCK ENTERPRISE; Charles Lowater, SPRING VALLEY SUN; A. F. Ender, RICE LAKE CHRONO-TYPE and Andrew W. Hopkins, of the department of agricultural journalism of the University of Wisconsin.

SETS NEW

MARK FOR

EXTRA ISSUES

**W**HAT is claimed to be the largest holiday issue of a weekly newspaper ever published in a town of about 600 population was the Christmas number of the HILBERT FAVORITE, edited by Frank E. Pieper. Forty pages, carrying nearly 4,000 inches of advertising, tells the size of the weekly issue that greeted Hilbert folks during the yule season.

Set between elaborately colored covers, this extra sized number was carefully prepared and profusely filled with local news and the events of Galumet county. Local advertising was generously displayed and Editor Pieper had secured several pages of advertising from Appleton organizations.

Pieper is a specialist in the preparation of special issues in a country weekly newspaper plant. During the state

press convention, he is going to tell of his method of securing the full pages of advertising that always command attention in these issues.



AFTER 24 years of activity, serving Fort Atkinson and Jefferson county, the FORT ATKINSON DEMOCRAT has been officially christened the NEWS. The selection of the new name was made by the readers of the paper, 213 of them casting their votes for the new appellation.

READERS  
RE-NAME  
24-YEAR  
OLD PAPER

Other favorite names suggested for the Jefferson weekly were TIMES with 117 votes, TRIBUNE 63, CITIZEN 35, HERALD 22, CHRONICLE 14 and JOURNAL 7.

The change in name will not affect the policy of the NEWS, says Editor E. A. Shmied, who states that the aspiration of the DEMOCRAT will be the aims of the NEWS. As its name indicated, the Jefferson weekly was established to aid the Democratic cause, the first issue being run off in 1904 during the campaign of Alton B. Parker. It later changed its political complexion and has, during recent years, been independent in its leanings.



EACH paper that enters the Better Newspaper Contest speaks for the community it serves", is the point of view of President John A. Kuypers, of the state press association, writing in the current number of the HOWLER, press association publication.

MORE  
EDITORS  
PLAN TO  
ADVERTISE  
COMMUNITIES

"Your community has a right to be represented", is another of the declarations of this well known editor of the DE PERE JOURNAL DEMOCRAT.

About 90 communities are already represented in the match. During the past week, entries have been received from the following papers:

ALGOMA RECORD HERALD, edited by Harry H. Heidmann; ARCADIA LEADER, A. Hess; BAYFIELD COUNTY PRESS, (Bayfield) Don C. Bell; BURLINGTON FREE PRESS, Kirchner & Koch; CADOTT SENTINEL, A. T. Nabbefeld; DELAVAN REPUBLICAN, Edward Morrissey; DOOR COUNTY ADVOCATE (Sturgeon Bay), H. J. Sanderson; FREDERIC STAR, Harvey J. Oleson; HANCOCK NEWS, Roy L. Thompson; HILBERT FAVORITE, Frank E. Pieper and the LODI ENTERPRISE, by Cassius L. Coward.

LAKE GENEVA NEWS TRIBUNE, A. R. Todd; LUCK ENTERPRISE, Dick Pugh; MANAWA ADVOCATE, Allen P. Walch; MEDFORD STAR NEWS, W. H. Conrad; MONDOVI HERALD NEWS, F. L. St. John; MERRILLAN LEADER, C. A. Johnson; Mt. HOREB TIMES, F. S. Zintz and the MUKWONAGO CHIEF by James L. Small.

NEW GLARUS POST, Arthur J. Theiler; NEW HOLSTEIN REPORTER, B. A. Roate; PALMYRA NEWS, Wm. H. Ziegler; PARK FALLS HERALD, M. D. Hinshaw; REEDSBURG TIMES, Max F. Ninman; RIPON COMMONWEALTH, Jos. S. Morris; RIO JOURNAL, Alvin F. Johnson; SAUK COUNTY NEWS, (Prairie du Sac), Bert Giegerich; SHEBOYGAN COUNTY NEWS (Sheboygan Falls), R. A. Perry; SPRING VALLEY SUN, Charles Lowater; SPOONER ADVOCATE, E. M. Bardill; TOMAHAWK LEADER, Osborne Brothers; WALWORTH TIMES, Frank J. McCay and the WAUPUN LEADER AND NEWS by George W. Greene.

Two other entries not fully reported last week are the EAGLE RIVER REVIEW, edited by Verne Richards, and the STRATFORD JOURNAL, published by Earl Bird Crawford.



EVERY Wisconsin town that has a newspaper, irrespective of its size, has something of which it may be proud. Distinct features give nearly every town in the state a feeling of personality and distinguish it from similar sized communities.

An analysis of these features, some, of course, outstanding and well-known, and others, naturally, hidden and unknown, may bring to the surface, among other things, some interesting facts fundamental to the town's very existence.

When once these highlights are authentically collected, they may well be told to the local folks and if the community is anyway similar to most Badger communities, it will want to even broadcast them to folks in other sections of the state and the nation. Such a procedure has been found a dependable method for attracting industry and tourists into the community.

Many Wisconsin communities have, in their advertising program, prepared leaflets and booklets, and have found them to be a profitable undertaking. A New York community, East Aurora, known to many Badger folks because it is the home of Elbert Hubbard's Roycrofters, has made a strong case for itself in the folder accompanying this issue of BUILD WISCONSIN. This idea may be further developed by Badger editors.

ATTRACTIONS  
IN EVERY  
COMMUNITY

LEAFLET  
ENCLOSED



# BUILD WISCONSIN

["THE LITTLE PARTNER OF THE BADGER WEEKLY"]

Volume 5

January 26, 1927

Number 4



## "BEST EVER" PROGRAM SHAPE FOR EDITORS

ANOTHER chapter in the further development of Wisconsin's open country press will be written when newspaper folks from all corners of the state convene in the Capital city for the annual mid-winter meeting of the Wisconsin Press Association, February 10-12.

Old  
Enough  
to Know  
Wisconsin

Established in 1856, the Badger organization, by reason of its continuous activity, is today one of the oldest state editorial groups in the country. Its 74-year record is colored by the rich history of the state and the communities which it serves.

U. W.  
Prexy  
to Meet  
Pressmen

Headliners of national prominence have been added to the program of this winter's convention. Among these is Glenn Frank, president of the University of Wisconsin and formerly editor of the CENTURY MAGAZINE. He will address the scribes upon "Rural Leadership and the Country Press." Appreciating as he does that the future of the rural community and the small town depends, to no small extent, upon the press, President Frank will have some views on this subject which every Badger journalist will want to hear.

Better business around the weekly newspaper shop will be emphasized throughout the entire three-day convention. A special study of newspaper make-up will be made by John E. Allen, editor of the LINOTYPE NEWS and a nationally known authority on composition.

Allen was born in Iowa and worked for several years on Des Moines papers. He has edited the NEWS ever since it was established in 1922.

Is  
Your  
Community  
Represented?

The Better Newspaper show and contest, held in conjunction with the convention, will present a fair picture of the weeklies that are serving Wisconsin's progressive communities. Nearly 100 communities are already represented and the committee of editors in charge of the event is looking for more than 125 entries. Papers may still be entered by sending two consecutively published issues of the past year for each of the three classes - front page make-up, community building editorials and farm news service - to Andrew W. Hopkins, chairman, Agricultural Hall, Madison.

Nine  
Judges  
to Score  
Newspapers

Nine judges, three working in each class, will officiate in selecting the 35 papers which will receive honors.

Of  
Interest  
to Every  
Publisher

At the opening session of the convention, Thursday afternoon, George Cushing, Detroit advertising counsellor, will contribute to a symposium on national advertising, emphasizing the tie-up which may exist between the local dealer and the manufacturer. Paralleling this discussion, H. Z. Mitchell, editor of the BEMIDJI (Minnesota) SENTINEL and former president of the Minnesota Editorial Association, will tell of some successful methods of selling national advertising through the local dealers.

The advertising discussion will be continued by George Green, editor of the WAUPUN LEADER, who will speak on "Proving Advertising Results." Following him comes Dick Fugh, of the LUCK ENTERPRISE, who will explain his views on "Anticipating Dealer Objections." Editor F. E. Pieper, of the HILBERT FAVORITE, will then discuss "Special Edition Advertising." The symposium will be concluded by a trio of Badger scribes who will aim to point out a practical solution to the advertising problem. This group consists of Warren Leary, of the RICE LAKE CHRONOTYPE, W. H. Bridgman, STANLEY REPUBLICAN, and G. W. Garlock, of the WEST SALEM NONPAREIL JOURNAL.

Will  
Analyze  
the Styles  
of Make-up

That better business methods bring more business, will be the keynote of the Friday morning session. H. B. Kaempfer, of the WEST BEND PILOT, will open the discussion with "Job Printing in a Country Newspaper Office." Wm. M. Metzker, of Milwaukee, will emphasize the profitable business methods in the small plant. John E. Allen will then give a demonstration on the make-up of the country newspaper, followed by J. G. Crownhardt, of the State Medical Society.

100  
Per Cent  
Climb in  
Circulation

What newspaper leadership may mean in a small town is to be told Friday afternoon by J. H. Kolb, rural sociologist, of the University of Wisconsin. Kolb's philosophy places the small town as a service station for the community. During the afternoon, Rudolph Lee, of the LONG PRAIRIE (Minnesota) LEADER, will tell how he builds and holds circulation on his paper. In three years Lee increased his circulation from 1,500 to 3,000. "What is News" will be handled by Grant M. Hyde, journalist at the University of Wisconsin; he will be followed by Frank Cannon, secretary of the Wisconsin Good Roads Association, who will discuss "What Next in Good Roads."

The final session Saturday morning will give the editors their first opportunity to hear De n C. F. Snell, of the University of Wisconsin Extension Division. Snell is a former North Carolinian, well acquainted with the newspapers of that east coast state. He will speak on the




"Press and Education." The winners of the Better Newspaper Contest will be announced at this gathering, followed by an explanation by the judges of the points which they emphasized in scoring the entries. Plans for the summer tour of the state association will also be made at this time, followed by the general business session.

The evening sessions are crowded with entertainment for the pressmen and their friends. A special program has been planned for the ladies. This includes a tea to be served at the Governor's mansion by Mrs. Fred Zimmerman. Other attractive features will be announced in coming issues of BUILD WISCONSIN.

Headquarters for the convention is the Park Hotel, located on the capital square. Practically all of the meetings will be held in this building.

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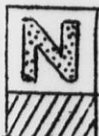
TWO BADGER EDITORS  
COMPLETE LIFE WORK

 MARK "30" after the careers of two of Wisconsin's country editors, C. J. Wells, 59, of the TOMAH MONITOR HERALD, died very suddenly at his home January 20. During the previous day he worked at his office and attended a social gathering in the evening. On his return home, he complained that he was not feeling well. A doctor was called, but he died a few minutes before medical aid arrived. Mr. Wells is survived by his wife, a son and a daughter.

Frank A. Lowell, 67, publisher of the NEW NORTH, Rhinelander, and widely known educator and politician, died at a sanatorium at Battle Creek, Michigan. During his life, he served as superintendent of schools in Oneida county and in the cities of Berlin, Waupaca and Rhinelander.

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TO DISPLAY PAPERS  
UNDER CAPITOL DOME

 NOT all of Wisconsin's progressive communities are as yet represented in the state-wide display of country weekly newspapers, to be shown in the state capitol during the annual meeting of the Wisconsin Press Association, according to an announcement from the committee in charge of the event. "Entries are still being accepted and editors may help advertise their towns if they submit copies of their paper during the coming week."

During the past week, the following papers completed registration in the contest: BANGOR INDEPENDENT, edited by M. H. Galer; BAYFIELD PROGRESS, L. Wachsmuth; BRODHEAD NEWS, George Dixon; BROOKLYN TELLER, H. L. Hansen; CAMBRIDGE NEWS, H. C. Stair; CEDARBURG NEWS, Adlai S. Horn; CHILTON TIMES, W. A. Hume; CLINTONVILLE D. IRYMAN GAZETTE, A. A. Washburn; COLBY PHONOGRAPH, R. H. Markus; and the CHIPPEWA VALLEY COURIER (Cornell) by W. H. Howard.

CUDAHY ENTERPRISE, Floyd J. Gonvea; DARLINGTON REPUBLICAN JOURNAL, M. P. Peavy; DEERFIELD INDEPENDENT, H. D. Easton; DOOR COUNTY NEWS (Sturgeon Bay) N. C. Garland; DOUSMAN WEEKLY INDEX, F. C. Krueger; ELKHORN INDEPENDENT, Claude F. Eames; FLORENCE MINING NEWS, Chase F. Youngs; GALESVILLE REPUBLICAN, Bert A. Gipple; GREEN LAKE REPORTER, I. G. Lytle; JEFFERSON BANNER, C. J. Mueller; KEWAUNEE ENTERPRISE, J. E. Kampo; KILBOURN WEEKLY EVENTS, W. A. Drumb; LUXEMBURG NEWS, Earl A. Balza; MAYVILLE NEWS, O. A. Gehrke; MILTON JUNCTION TELEPHONE and the MILTON NEWS, Orlando H. Frantz; and the MONROE COUNTY DEMOCRAT (Sparta), W. C. B. Showers.

NEW LISBON TIMES ARGUS, C. A. Leicht; OCONOMOC ENTERPRISE, G. E. Palmer; OREGON OBSERVER, E. F. Kramer; PRESCOTT JOURNAL, H. E. Randolph; PRAIRIE DU CHIEN COURIER, H. E. Howe; PIERCE COUNTY HERALD (Ellsworth) H. F. Doolittle; SAWYER COUNTY GAZETTE (Winter), Thos. E. Noyes; SOUTH MILWAUKEE JOURNAL, Fred L. Hook; STANLEY REPUBLICAN, W. H. Bridgman; TAYLOR COUNTY LEADER (Medford), Olga Andersen; TRI COUNTY RECORD (Kiel), H. A. Kuenne; TWO RIVERS CHRONICLE, Noel Nash; VILAS COUNTY NEWS (Eagle River), C. F. Fredericks; WATERLOO COURIER, J. Lewis White; WAUSHARA ARGUS (Wautoma), Frank Glasner; and the WESTBY TIMES, by J. T. Hoge.

More entries will be announced in next week's issue of this sheet.

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ROSHOLT BUSINESS MEN  
BACK COMMUNITY PAPER

**T**HE name of the ROSHOLT REVIEW has been changed to the ROSHOLT COMMUNITY PRESS, since William M. Schwartz recently assumed the management of this Portage county journal. Local business folks are anxious to see the paper forge ahead, judging from the advertisement of one business man, which reads, "Let's get in back of the new editor and make his paper worth while. It can be done."

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REDUCED R. R. RATES  
FOR EDITORIAL TRIP

**E**DITORS and their families attending the mid-winter meeting of the Wisconsin Press Association and the state-wide Better Newspaper contest may travel to Madison and home again on railroad rates equivalent to the regular fare and half fare. This reduction is based on the condition that 150 newspaper folks take advantage of the rates, traveling from distances from which the local one-way fare to Madison is 67 cents or more. If this number makes the trip, pressmen will be entitled to ride home on a fare equal to one half of the regular rate.

This is only another reason why you should attend this year's convention.

# B U I L D W I S C O N S I N

Volume 5  
Number 4  
February 2, 1927

## FARM PAPER HOST TO STATE EDITORS

EDITORS of Wisconsin's open country newspapers are planning to put their papers "to bed" early next week in order to leave for Madison in time to attend the annual mid-winter meeting of the state pressmen. This is to be held in the Capital city, February 10-12.

When the community scribes assemble for the three-day convention, they will hear one of the strongest programs ever arranged for a gathering of Wisconsin editors, according to Kenneth Olson, of the University of Wisconsin journalism staff and member of the convention committee. Well known newspaper folks from five states, including many of Wisconsin's best known editors, will address the group.

According to Olson, the Friday night session promises to be a highlight of the convention. At this time, The WISCONSIN FARMER, of Madison, will serve as host to the editors and their friends at a special banquet at the Loraine hotel.

Publisher Dante M. Pierce and Editor E. R. McIntyre, of the Wisconsin farm publication, extend a cordial invitation to all Badger country scribes to attend the dinner. The evening's program includes speaking and special entertainment.

Glenn Frank, president of the University of Wisconsin and himself a well known editor, will make his first appearance before the state scribes at this time. Frank will take as his text "Rural Leadership and the Country Press".

Another new comer to Wisconsin will make one of his first public appearances in the state during the evening. He is Glenn Thistlethwaite, one of the ranking football coaches of the country and latest addition to the Badger coaching staff. He will discuss before the editorial gathering, "Builders of Men".

Throughout the entire convention, the editors will have a chance to show to their vocal ability. Every session is to be opened by group singing, these to be led by E. B. Gordon, of the division of community singing at the state university.

Additional music has been planned for Friday night. The University of Wisconsin Glee club, champions of the Middle West, will appear before the editors. During the summer, the Badger organization will appear in a number of music centers in Europe. The club is directed by E. E. Swinney.



NEW ENTRIES FILED  
IN NEWSPAPER SHOW

**M**ORE than 100 progressive communities are represented by their local newspaper in the state-wide Better Newspaper Contest and Show. These publishing centers are located in some 50 counties.

Starting Monday, the newspapers will be exhibited in the rotunda of the state capitol. All through the week the galleries will be open to the public. Judging will be done on Thursday and Friday and the results will be announced Saturday morning.

The following papers completed registrations during the past week: BELLEVILLE RECORDER, edited by Etta Babler; BLOOMER ADVANCE, F. E. Andrews; CHILTON INDEPENDENT JOURNAL, Jos. Grassold; COLFAX MESSENGER, Ward L. Swift; DANE COUNTY NEWS (Black Earth), Arthur W. Pickering.

EVANSVILLE REVIEW, J. I. Scott; GRANT COUNTY HERALD (Lancaster) A. L. Sherman; HORTONVILLE WEEKLY REVIEW, J. W. Houghton; NEW LONDON REPUBLICAN, Everett M. Cooley; NEILLSVILLE PRESS, Prass Company; RICHLAND DEMOCRAT (Richland Center), A. P. Andrews; WEST ALLIS NEWS, T. W. McLain; WHITEWATER PRESS, F. R. Bloodgood and the WITTENBURG ENTERPRISE, by John Englund.

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**W**ISCONSIN farmers meeting at the annual farm folks conferences in Madison were told by agricultural experts that the corn borer may be discovered in this state at any time. In fact, it may be here at the present time, only it has not been discovered.

Communities with newspapers will be affected if the borer causes near the damage in Wisconsin that it has in sections of Ohio and the province of Ontario.

In order that the people of the state, both farmers and town folks, may appreciate the seriousness of the pest that is now at the threshold of Wisconsin, entomologists at the Wisconsin Agricultural Experiment Station have prepared the copy for a series of advertisements, especially adapted for display in country weekly newspapers. These are being sent to country editors, with the suggestion that they arrange with their local implement dealer, creamery or banker to carry the advertisements.

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SPECIAL

Next week's issue of BUILD WISCONSIN will give the complete entry list of the Better Newspaper contest and show. Classes in which each paper is entered will be reported.

EDITOR: By inserting in this story, the name of the institution which will use the advertising, it will have a local appeal, and at the same time explain the purpose of the series of advertisements that follow.

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STRESS CORN PEST  
IN SERIES OF ADS

Local Organization Injects  
Educational Feature in  
its Advertisement

THE (Name of bank or dealer) has joined the intelligence corps of the army of fighters which is warring with the European corn borer. The local institution is running a series of educational advertisements in the (name of your paper) to bring to the attention of the people of (name of your town) the danger threatening our community should this dreaded pest gain a foothold here.

The sorry picture of devastation wrought by this pest in southern Ontario, western Ohio, southern Michigan, and a large sector of Indiana - resulting in terrible losses to the farmers of these sections and its appearance in our neighboring state of Illinois, should be taken as a warning by the folks of this community.

It is up to all of us, farmers and town people alike, to exert every means within our power to check the spread of this pest, especially to report immediately its appearance should it be found here. The advertisements to be used by the (name of institution) were prepared by plant disease specialists at the Wisconsin Agricultural Experiment station and are especially adapted to meet local conditions.



Editor: Here is a series of advertisements which your local dealer or banker may be glad to use in your columns. Why not see him today? This copy supports the material on the corn borer situation which you are using in your reading columns.

European Corn Borer  
Menaces the Corn Crop

The corn borer came to this country from southeastern Europe in shipments of broom corn.

It landed in Massachusetts and Canada but in the past six years the Canadian infestation has spread into New York, Pennsylvania, West Virginia, Ohio, Michigan, Indiana and Illinois.

It is now at our very doors, just across Lake Michigan, and a few miles south of Chicago.

When winds are favorable during the flight of the moth it will travel annually from 40 to more than 100 miles.

If we permit this to spread it will increase very greatly the cost of producing corn.

The enemy must be met and immediately overcome.

-- Watch this space for more on the Borer --

(Name of Local Dealer or Banker)

Telephone (Number)      (Name of town)

None of the Corn Plant  
: Is Safe from the Borer

The young worms feed on the leaves,  
causing them to droop over.

The older caterpillars bore into the  
developing tassels, ear shanks, ears and the  
stalks.

The first indication of damage is  
broken over tassels, then holes in the stalks  
with refuse falling out, or drooping, under-  
developed ears.

Toward fall the borers work down  
the lower part of the stalks,  
there to spend the winter. Fre-  
quently they leave the corn to  
enter stems of weeds.

The borer is capable of completely des-  
troying the corn crop.

--Watch this space for more on the Borer--

(Name of Local Dealer or Banker)

Telephone (Number)

(Name of town)

Don't Leave Cozy Corners  
for Caterpillars

Cut low to get the corn borer. Dead corn stalks above the surface of the ground are cozy corners for the caterpillars to spend the winter.

Hogging down and field husking leave a refuge for the borer.

The stalks must be cut close to the ground to get the borer.

Burn the remaining stalks if practicable; then plow carefully to cover all remaining trash.

Discing does not harm the borer.

-- Watch this space for more on the borer --

(Name of Local Dealer or Banker)

Telephone (Number)                      (Name of Town)

Ensiling Corn Crop Makes  
Borer Unhappy

If the corn is cut low and placed in the silo all borers in the silage will be killed. Under Wisconsin conditions this is one of the most feasible methods of control.

The corn should be cut as early as possible as each day the worms work their way farther downward.

Late planting helps to avoid the borer, and since it is necessary to have as much corn weather as possible to produce a good crop, variety tests are being made to secure a corn which can be planted later than usual and still return a fair crop. This appears practical from the ensilage corn standpoint.

If you find any worms in corn (inside of ears or stalks) send them to the college of agriculture, Madison.

(Name of Local Dealer or Banker)

(Telephone (Number)                      (Name of Town)



Dear Editor:

A delightful and interesting program is being prepared for the ladies who are coming to Madison for the press meeting, February 10-12. Beginning on Thursday afternoon with an informal tea at the Governor's Mansion with Mrs. Fred Zimmerman as hostess, a full schedule of entertainment has been provided.

Keystone, the organization of representative girls at the University, is to give a delightful tea with Miss Nardin, dean of women, as one of the hostesses. This will be a charming affair. A visit to the home economics department and practice cottage will also delight the visiting women.

The special rate of a fare and a half, on the certificate plan, includes the women who plan to accompany the editors on their convention trip. However, 150 folks must take advantage of the offer in order to secure the reduced rates.

We are sending two certificates which should be presented at the local station when buying your tickets. In case more than two folks are in your party, please get a receipt for each of the other tickets. Bring the certificates and receipts to the meeting, where they will be validated enabling you and your party to ride home on half fare.

We are looking forward to seeing you all and would like to know just when you are coming. Won't you please fill out the blank at the bottom of this sheet and mail it to us at once? It will help us in making our plans.

Yours for Wisconsin,

*Andrew W. Hopkins*

Andrew W. Hopkins

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I expect to arrive in Madison \_\_\_\_\_.

I will be accompanied by \_\_\_\_\_  
(Ladies in my party)

Name \_\_\_\_\_

Paper \_\_\_\_\_

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116 PAPERS REGISTER  
IN STATE-WIDE MATCH

ONE HUNDRED EIGHT of Wisconsin's progressive communities, located in 53 counties, are represented by 116 newspapers at the second Better Newspaper Show and Contest at Madison this week.

The total number of entries in the three classes runs close to the 200 mark, with 112 in the front page make-up division, 42 in community building editorial class, and 41 in farm news service. Twenty four weeklies are entered in the three classes, and 31 are entered in two of the three classes.

Bayfield, Burlington, Chilton, Clintonville, Eagle River, Medford, Park Falls, and Sheboygan each have two weeklies entered in the contest. All the other communities are represented by one paper.

Dane county leads with nine entries. Calumet and Walworth counties are tied for second place with six each. Six counties, Chippewa, Jefferson, Milwaukee, Rock, Waupaca, and Waukesha, each with four entries, are tied for third place in number of papers per county.

Dousman is the smallest community represented in the contest, this Waukesha county town having a population of only 235. Its entry is the DOUSMAN WEEKLY INDEX. However, the size of the community does not handicap the INDEX and other weeklies from nearly similar sized towns, as the papers entered in the front page make-up division will compete in three groups, the classification of which is based on the size of the town or city where the paper is published.

Other papers from small communities include the SAWYER COUNTY GAZETTE, published at Winter, a town of 300 population; the BROOKLYN TELLER, 406; HANCOCK NEWS, 443 population.

At the first state-wide newspaper match, held two years ago, 135 weeklies were entered, this making what was then claimed to be the largest contest for country weeklies ever held in the country.

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NOTE - Complete registrations for the contest is given on page 4 of this issue. Results of the match will be announced in next week's BUILD WISCONSIN.

Volume 5  
Number 6  
February 9, 1927

GROUP OF NINE NAMED  
TO JUDGE NEWSPAPERS

NO LIGHT task has been promised the nine judges who will score and rate the 116 country weekly newspapers entered in the Wisconsin Newspaper Show and Contest. Their work calls for a thorough inspection of 390 copies of newspapers, this being the number submitted in the three classes of the contest.

The officials are divided into three groups, each of which will inspect one of the classes. The awards in the front page make-up division will be made by John E. Allen, well known expert on newspaper composition; Elmo Scott Watson, editor of PUBLISHERS' AUXILIARY, and Rudolph Lee, of the LONG PRAIRIE (Minn.) LEADER.

Judges in the community building editorial class include John R. Wolf, popular figure among Wisconsin's pressmen and a member of the staff of the MILWAUKEE JOURNAL; Wm. T. Evjue, editor of the CAPITAL TIMES, Madison, and A. M. Brayton, of the WISCONSIN STATE JOURNAL, Madison.

A committee consisting of H. Z. Mitchell, editor of the BEMIDJI (Minn.) SENTINEL and former president of the Minnesota Editorial Association; W. A. Sumner, of the University of Wisconsin and former country editor, and W. W. Kinyon, manager of the Milford Meadows Farm, Lake Mills, will place the ribbons in the farm news service division.

The addition of Kinyon to the committee represents an innovation in judging newspapers, it making a case analagous to the patient inspecting the doctor's work. He is a countryman, a reader of a country weekly and he will rate the weeklies primarily on their presentation of farm and home news, especially as the farm reader prefers it.

Thirty-five high honors will be awarded in the contest. These consist of a cash premium amounting to \$250, six handsome trophies and 35 ribbons.

After the judges have finished with the three classes, they will work in a body selecting the best all-around weekly entered in the match. This will be a Sweepstakes weekly and its editor will receive a handsome cup to be presented by the Wisconsin Press Association.

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EDITORS MAY SEE WEEKLY  
STYLES OF OTHER STATES

NOTED weekly newspapers from all sections of the country, including the champions of many state-wide matches, will be among the display in the Better Newspaper Show, arranged for editors attending the mid-winter meeting of the Wisconsin Press Association.

The out-of-state weeklies have been selected for the gallery because of the honors which they have won, either in national or state wide competition. They will be displayed in the rotunda of the state capitol alongside of the entries in the second Better Newspaper contest.

EXPRESS INTEREST  
IN COUNTRY PRESS

INTEREST in better newspapers is not confined to editors and readers. It is shared by a number of enterprising organizations which, in various ways, serve and cooperate with the press of the open country.

This group has contributed generously to the success of the second state-wide Better Newspaper Show and Contest and also to the program of the state press association. They have subscribed to both of these features, their object being to arouse greater interest in the community and its newspaper.

Contributions for the contest and the meeting have been made by the following organizations and individuals:

Wisconsin Manufacturers' Association, G. F. Kull, secretary, Madison; Klau-Van Pietersom-Dunlap-Younggreen, advertising agency, Milwaukee; Hamilton Manufacturing Company, H. Rowley, Two Rivers; Standard Paper Company, C. L. Blanchard, Milwaukee.

Western States Envelope Company, George F. Moss, Milwaukee; Democrat Printing Company, F. S. Brandenburg, Madison; Western Newspaper Union, A. M. Smith, Milwaukee; Milwaukee Printers' Roller Company, W. P. Allen.

WISCONSIN FARMER, Dante Pierce, publisher, and E. R. McIntyre, editor, Madison; Judge A. C. Backus, editor of the MILWAUKEE SENTINEL; and Mergenthaler Linotype Company.

AMERICAN THRESHERMAN, B. B. Clark, publisher and Mark Troxell, editor, Madison; Solomon Levitan, State Treasurer; and INLAND PRINTER, of Chicago.

John A. Kuypers, editor of the DE PERE JOURNAL-DEMOCRAT, Louis H. Zimmermann, editor of the BURLINGTON STANDARD DEMOCRAT; Bonnett-Brown Advertising Company, Chicago; Wisconsin Press Association, L. H. Zimmermann, secretary, Burlington; and members of the staffs of the course in journalism, and the department of agricultural journalism at the University of Wisconsin.

In planning for the convention, the committee in charge of the event found a genuine spirit of cooperation, existing in Madison. The names of local organizations who aided in different ways are too numerous to mention. However, credit must be openly shared with the Madison daily newspapers, state officials and organizations of the University of Wisconsin.



READY FOR THE JUDGES

Weekly Newspapers Registered in the Second Wisconsin Better Newspaper Show and Contest, staged in Madison in conjunction with the mid-winter meeting of the Wisconsin Press Association, February 10-12, 1927. Class Numbers Refer Respectively to Front Page Make-Up, Community Building Editorials, and Farm News Service.

<u>PAPER</u>	<u>EDITOR</u>	<u>CLASS</u>
1. Algoma Record Herald	H. H. Heidmann	1-2-3
2. Arcadia Leader	A. Hess	1
3. Bangor Independent	M. H. Galer	1
4. Barron Co. Tribune	M. W. Sowaske	1
5. Bayfield Co. Press	Don C. Bell	1
6. Bayfield Progress	L. Wachsmuth	1
7. Belleville Recorder	Etta Babler	1 3
8. Bloomer Advance	F. C. Andrews	1
9. Brillion News	Otto Zander	1-2-3
10. Brodhead News	George E. Dixon	1 3
11. Brooklyn Teller	H. L. Hanson	3
12. Buffalo Co. Journal	Theo. Buchler, Jr.	1-2-3
13. Burlington Free Press	Kirchner & Koch	1
14. Burlington Standard Democrat	Louis H. Zimmermann	1-2-3
15. Cadott Sentinel	A. F. Nabbefeld	1-2
16. Cambridge News	H. C. Stair	1
17. Cedarburg News	A. S. Horn	1
18. Chilton Independent Journal	Jos. Grassold	1
19. Chilton Times	W. A. Hume	1
20. Chippewa Valley Courier	W. H. Howard	1
21. Clintonville Tribune	E. F. Moldenhauer	1-2-3
22. Colby Phonograph	R. A. Markus	1-2-3
23. Colfax Messenger	Ward L. Swift	1
24. Cudahy Enterprise	Floyd J. Gonyea	1
25. Dairyman Gazette	A. A. Washburn	1 3
26. Dane Co. News	Arthur Pickering	1
27. Darlington Republican Journal	M. P. Peavy	1
28. Deerfield Independent	H. D. Easton	1 3
29. Delavan Republican	Edward Morrissey	1-2
30. De Pere Journal Democrat	John A. Kuypers	1-2-3
31. Door County Advocate	H. A. Sanderson	1-2-3
32. Door Co. News	N. C. Garland	1-2-3
33. Dousman Weekly Index	F. C. Krueger	1
34. Dunn Co. News	J. F. Flint	1
35. Eagle River Review		1
36. East Side News	M. F. Browne	1
37. East Troy News	Kurzrok & Son	1
38. Elkhorn Independent	Claude Eames	1-2-3

39.	Evansville Review	J. I. Scott	1-2-3
40.	Florence Mining News	Chase O. Youngs	1
41.	Fredoric Star	Harvey J. Oleson	1-2-3
42.	Fort Atkinson Democrat	Ernest A. Shmied	1-2
43.	Galesville Republican	Bert A. Gipple	1-2
44.	Grant Co. Herald	A. L. Sherman	1-2-3
45.	Green Lake Reporter	I. G. Lytle	3
46.	Hancock News	Roy L. Thompson	1
47.	Hilbert Favorite	F. E. Pieper	1 3
48.	Hortonville Weekly Review	J. W. Houghton	2
49.	Iron Co. News	F. A. Emunson	1
50.	Jefferson Banner	C. J. Mueller	1 3
51.	Kendall Keystone	Henry H. Francisco	1
52.	Kewaskum Statesman	Harbeck & Schaefer	1
53.	Kewaunee Enterprise	J. H. Kampo	1
54.	Kilbourn Weekly Events	W. A. Drunk	1
55.	Ladysmith News Budget	Mark R. Bell	1-2-3
56.	Lake Geneva News-Tribune	A. R. Todd	1-2-3
57.	Lodi Enterprise	Cassius L. Coward	1-2
58.	Luck Enterprise	Dick Pugh	1-2-3
59.	Luxemburg News	Earl A. Balza	1 3
60.	Manawa Advocate	Allen P. Walch	1-2
61.	Mayville News	O. A. Gehrke	1
62.	Medford Star-News	W. H. Conrad	1
63.	Menomonee Falls News	C. W. Fraser	1 3
64.	Milton Jct. Journal-Telephone	Orlando H. Frantz	1
65.	Milton News	Orlando H. Frantz	3
66.	Milwaukee Times	Harold Towell	1
67.	Mondovi Herald-News	F. L. St. John	1
68.	Monroe Co. Democrat	W.C.B. Showers	1-2-3
69.	Mt. Horeb Times	F. S. Zintz	1 3
70.	Mukwonago Chief	James L. Small	1-2
71.	Neilsville Press	L. Williamson	1-2
72.	New Glarus Post	Arthur J. Theiler	1-2
73.	New Holstein Reporter	B. A. Roate	1
74.	New Lisbon Times-Argus	C. A. Leicht	1
75.	New London Republican	Everett M. Cooley	1-2-3
76.	Oconomowoc Enterprise	G. E. Palmer	1 3
77.	Oconto Co. Reporter	Doyle L. Buckles	1-2-3
78.	Oregon Observer	E. F. Kramer	1
79.	Palmyra News	Wm. H. Ziegler	1
80.	Park Falls Herald	M. D. Hinshaw	1
81.	Park Falls Independent	R. E. Smith	1-2
82.	Pierce Co. Herald	H. F. Doolittle	1
83.	Prairie du Chien Courier	H. E. Howe	1 3

84.	Prescott Journal	H. E. Randolph	1
85.	Reedsburg Times	Max F. Ninman	1
86.	Rice Lake Chronotype	A. F. Ender	1-2-3
87.	Richland Democrat	A. P. Andrews	1
88.	Rio Journal	Alvin F. Johnson	1
89.	Ripon Commonwealth	O. A. Luck	1
90.	Sauk Co. News	Bert Geigerich	1
91.	Sawyer Co. Gazette	Thos. E. Noyes	1 3
92.	Shebovgan Co. News	R. A. Perry	1 3
93.	South Milwaukee Journal	Fred L. Hook	1-2
94.	Spooner Advocate	E. M. Bardill	1-2-3
95.	Spring Valley Sun	Charles Lowater	1-2-3
96.	Stanley Republican	W. H. Bridgman	1-2-3
97.	Stratford Journal	Earl B. Crawford	1-2
98.	Sun Prairie Countryman	T. G. Stone	1
99.	Taylor Co. Leader	Olga Anderson	1
100.	Tomahawk Leader	Osborne Brothers	1-2
101.	Tri-County Record	H. A. Kuenne	1
102.	Two Rivers Chronicle	Noel Nash	1
103.	Vilas Co. News	C. F. Fredricks	1
104.	Walworth Times	Frank J. McCay	1
105.	Waterford Post	Miller & Merrill	1
106.	Waterloo Courier	J. Lewis White	1-2-3
107.	Waupaca Co. Post	D. F. Burnham	1 3
108.	Waupun Leader & News	Geo. W. Greene	1
109.	Waushara Argus	Frank Glesner	1-2
110.	West Allis News	T. W. McLain	1
111.	West Bend Pilot	H. B. Kaempfer	1
112.	Westby Times	J. T. Hage	1-2
113.	Whitewater Press	F. R. Bloodgood	1-2
114.	Wisconsin Leader	C. J. Johnson	1
115.	Wisconsin Tobacco Reporter	C. A. Hoen	1-2
116.	Wittenburg Enterprise	John Englund	1

ADD NEW FEATURES  
TO PRESS PROGRAM

**B**ADGER scribes attending the Thursday evening meeting and smoker of the Wisconsin Press Association will hear Oswald G. Villard, well known editor of the NATION, talk on "Newspapers and Propaganda". Editor Villard is an outstanding critic and authority on American papers.

Axel Peterson, dialectician-humorist of Scandanavian tendencies, will also appear on the Thursday evening program, adding spice and variety to the gathering.

# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 5

February 16, 1927

Number 7

## 120 WEEKLIES COMPETE IN WISCONSIN CONTEST

THE STANLEY REPUBLICAN, published by W. H. Bridgman, well known country editor, was awarded sweepstakes over 120 Wisconsin weeklies at the second state-wide Better Newspaper Show and Contest at Madison last week. Although the REPUBLICAN did not win the coveted blue ribbon in any of the three classes, its high rating in all classes brought it to the place of honor, and it was declared the best all around paper in the contest.

Blue ribbon winners in the contest are the TOMAHAWK LEADER, OCONTO COUNTY REPORTER, LUCK ENTERPRISE, NEW HOLSTEIN REPORTER, and BARRON COUNTY TRIBUNE. It is significant to note that all of the winning papers are published in the northern part of the state. Beautiful loving cups were presented to the editors of the winners.

One hundred twenty weekly papers, representing 112 communities in 55 counties, were entered in the contest. One hundred sixteen were entered in the class on front page make-up. Of these, 24 represented towns of less than 750 population, 32 came from towns having a population between 750 and 1,500, and 60 from towns having 1,500 or more. Forty-three entries competed in the community-building editorial class, and 41 entered the class in farm news service.

The TOMAHAWK LEADER, edited by Osborne Brothers, placed first in community building editorial class and was followed by the LUCK ENTERPRISE, edited by Dick Pugh. Third place in this class was awarded to the STANLEY REPUBLICAN.

Heading the list in the class on farm news service is the OCONTO COUNTY REPORTER, edited by Doyle L. Buckles. The LADYSMITH NEWS-BUDGET, edited by Mark R. Bell, placed second in this class, and third place went to the ALGOMA RECORD HERALD, edited by H. H. Heidmann.

First place in front page make-up class for weeklies published in towns of less than 750 population was awarded to Dick Pugh's LUCK ENTERPRISE. Second place in this class went to the WATERFORD POST, edited by Miller and Merrill. The LUXEMBURG NEWS, edited by Earl A. Balza, placed third.

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.



Barron		
Barron County Tribune	M. W. Sowaske	1
Rice Lake Chronotype	A. F. Ender	1-2-3
Bayfield		
Bayfield County Press	Don C. Bell	1
Bayfield Progress	L. Wachsmuth	1
Brown		
De Pere Journal-Democrat	John A. Kuypers	1-2-3
Buffalo		
Buffalo Co. Journal	Theo. Buehler, Jr.	1-2-3
Mondovi Herald-News	F. L. St. John	1
Calumet		
Brillion News	Otto Zander	1-2-3
Chilton Independent-Journal	Jos. Grassold	1
Chilton Times	W. A. Hume	1
Hilbert Favorite	F. E. Pieper	1 3
New Holstein Reporter	B. A. Roate	1
Tri County Record	H. A. Kuenne	1
Chippewa		
Bloomer Advance	F. C. Andrews	1
Cadott Sentinel	A. F. Nabbefeld	1-2
Chippewa Valley Courier	W. H. Howard	1
Stanley Republican	W. H. Bridgman	1-2-3
Clark		
Neillsville Press	L. Williamson	1-2
Weekly Clarion (Dorchester)	Ray Hugoboom	1
Columbia		
Kilbourn Weekly Events	W. A. Drunk	1
Lodi Enterprise	Cassius L. Coward	1-2
Rio Journal	Alvin F. Johnson	1
Crawford		
Prairie du Chien Courier	H. E. Howe	1 3
Dane		
Belleville Recorder	Etta Babler	1 3
Brocklyn Teller	H. L. Hanson	3
Cambridge News	H. C. Stair	1
Dane County News (Black Earth)	Arthur Pickering	1
Deerfield Independent	H. D. Easton	1 3
East Side News (Madison)	M. F. Browne	1
Mt. Horeb Times	F. S. Zintz	1 3
Oregon Observer	E. F. Kramer	1
Sun Prairie Countryman	T. G. Stone	1
Dodge		
Mayville News	O. A. Gehrke	1
Door		
Door County Advocate	H. A. Sanderson	1-2-3
Door County News	N. C. Garland	1-2-3

Dunn			
	Colfax Messenger	Ward L. Swift	1
	Dunn County News	J. F. Flint	1
Florence			
	Florence Mining News	Chase O. Youngs	1
Fond du Lac			
	Ripon Commonwealth	O. A. Luck	1
	Waupun Leader & News	Geo. W. Greene	1
Grant			
	Grant County Herald	A. L. Sherman	1-2-3
Green			
	Brodhead News	George E. Dixon	1 3
	New Glarus Post	Arthur J. Theiler	1-2
Green Lake			
	Green Lake Reporter	I. G. Lytle	3
Iron			
	Iron County News	F. A. Munson	1
Jackson			
	Wisconsin Leader	C. J. Johnson	1
Jefferson			
	Fort Atkinson Democrat	Ernest A. Shmied	1-2
	Jefferson Banner	C. J. Mueller	1 3
	Palmyra News	Wm. H. Ziegler	1
	Waterloo Courier	J. Lewis White	1-2-3
Juneau			
	New Lisbon Times-Argus	C. A. Leicht	1
Kewaunee			
	Algoma Record Herald	H. H. Heidmann	1-2-3
	Kewaunee Enterprise	J. H. Kempo	1
	Luxemburg News	Earl A. Balza	1 3
La Crosse			
	Bangor Independent	M. H. Galer	1
La Fayette			
	Darlington Republican Journal	M. P. Peavy	1
Lincoln			
	Tomahawk Leader	Osborne Brothers	1-2
Manitowoc			
	Two Rivers Chronicle	Noel Nash	1
Marathon			
	Colby Phonograph	R. A. Markus	1-2-3
	Stratford Journal	Earl B. Crawford	1-2

Milwaukee

Cudahy Enterprise	Floyd J. Gonyea	1
Milwaukee Times	Harold Towell	1
South Milwaukee Journal	Fred L. Hook	1-2
West Allis News	T. W. McLain	1

Monroe

Kendall Keystone	Henry H. Francisco	1
Monroe County Democrat	W.C.B. Showers	1-2-3

Oconto

Oconto County Reporter	Doyle L. Buckles	1-2-3
Oconto Falls Herald	A. E. Wray	1-2

Outagamie

Hortonville Weekly Review	J. W. Houghton	2
New London Republican	Everett M. Cooley	1-2-3

Ozaukee

Cedarburg Newws	A. S. Horn	1
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Pierce

Pierce County Herald	H. F. Doolittle	1
Prescott Journal	H. E. Randolph	1
Spring Valley Sun	Charles Lowater	1-2-3

Polk

Frederic Star	Harvey J. Oleson	1-2-3
Luck Enterprise	Dick Pugh	1-2-3
Polk Co. Ledger	E. E. Husband	1

Price

Park Falls Herald	M. D. Hinshaw	1
Park Falls Independent	R. E. Smith	1-2

Racine

Burlington Free Press	Kirchner & Koch	1
Burlington Standard Democrat	Louis H. Zimmermann	1-2-3
Waterford Post	Miller & Merrill	1

Richland

Richland Democrat	A. P. Andrews	1
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Rock

Evansville Review	J. I. Scott	1-2-3
Milton Jct. Journal-Telephone	Orlando H. Frantz	1
Milton News	Orlando H. Frantz	3
Wisconsin Tobacco Reporter	C. A. Hoen	1-2

Rusk

Ladysmith News-Budget	Mark R. Bell	1-2-3
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St. Croix

Hammond News	F. E. Hartwig	1
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Sauk

Reedsburg Times	Max F. Ninman	1
Sauk County News	Bert Geigerich	1

Sawyer			
	Sawyer County Gazette	Thos. E. Noyes	1 3
Shawano			
	Wittenburg Enterprise	John Englund	1
Sheboygan			
	Sheboygan County News	R. A. Perry	1 3
Taylor			
	Medford Star-News	W. H. Conrad	1
	Taylor County Leader	Olga Anderson	1
Trempealeau			
	Arcadia Leader	A. Hess	1
	Galesville Republican	Bert A. Gipple	1-2
Vernon			
	Westby Times	J. T. Hage	1-2
Vilas			
	Eagle River Review		1
	Vilas County News	C. F. Fredrichs	1
Walworth			
	Delavan Republican	Edward Morrissey	1-2
	East Troy News	Kurzrok & Son	1
	Elkhorn Independent	Claude Eames	1-2-3
	Lake Geneva News-Tribune	A. E. Todd	1-2-3
	Walworth Times	Frank J. McCay	1
	Whitewater Press	F. R. Bloodgood	1-2
Washburn			
	Spooner Advocate	E. M. Bardill	1-2-3
Washington			
	Kewaskum Statesman	Harbeck & Schaefer	1
	West Bend Pilot	H. B. Kaempfer	1
Waukesha			
	Dousman Weekly Index	F. C. Krueger	1
	Menomonee Falls News	C. W. Fraser	1 3
	Mukwonago Chief	James L. Small	1-2
	Oconomowoc Enterprise	G. E. Palmer	1 3
Waupaca			
	Clintonville Tribune	E. F. Moldenhauer	1-2-3
	Dairyman Gazette	A. A. Washburn	1 3
	Manawa Advocate	Allen P. Walch	1-2
	Waupaca County Post	D. F. Burnham	1 3
Waushara			
	Hancock News	Roy L. Thompson	1
	Waushara Argus	Frank Glesner	1-2



# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 5

February 23, 1927

Number 8

Dear Editor:

Here is copy for five advertisements, on profitable pork production, that might interest your banker, local stock buyer, or the secretary of the local shipping association. Why not take this complete set of copy to him and "sell" him on its use in your paper for the month of March?

Farrowing time on the farm will soon be at hand. Thousands of tons of pork are lost annually because of improper management of the brood sow and litter. This condition can be bettered by the use of educational advertisements such as these here enclosed.

Your local dealer realizes that his success depends upon the success of his farmer friends and customers in producing, at a profit, the kind of stock the market demands.

Very truly yours,

*Clarence H. Hopkins*

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(Set Two Columns Wide)

When Pigs Are Profitable  
on Many Wisconsin Farms

Diversified farming has made Wisconsin's agriculture a model, yet some of our dairy farmers are one-crop farmers, depending upon the dairy cow alone as the source of farm income.

Every farm in Wisconsin should raise pork, if only for the home table. The pig ranks second to the dairy cow as a producer of human food. It also ranks next to the dairy cow as a source of farm income. In 1925 hogs returned 13 cents out of every dollar of gross farm income.

Skimmilk, buttermilk, or whey, fed with Wisconsin-grown grain and pasture to healthy pigs, makes high quality pork.

(Name of Dealer)

(Name of Town)

(Set Two Columns Wide)

Cleanliness Counts  
in Farrowing Pens

Roundworms are making heavy inroads into pork profits. Small roundworms in the pig's lungs cause coughing and thumps, and help to bring on pneumonia. Roundworms compete with the growing pig for the nourishment from the feed. The infected pig gets the worst of the deal.

Cleanliness is the most practical means of control of roundworm. Clean the farrowing pens thoroughly, then scrub them with scalding water and lye. Use one pound of lye in 30 gallons of water. Apply the hot mixture to the floor and walls, using a stiff brush. Wash the sow's sides and udder with warm soapy water.

Get the sow and pigs on clean ground as soon as possible in the spring. Don't let them run on the old hog lot, it may be loaded with worms. Late spring litters can be farrowed out in the pasture with success where shelter has been provided. Use fresh pasture this spring, it pays.

(Name of dealer)

(Name of town)

(Set two columns Wide)

Pastures Make Pork  
and Reduce Costs

Good pastures result in greater and cheaper gains, healthier pigs, and a better distribution of fertility. Pasture feed is green and juicy, and contains large amounts of mineral matter and vitamins, things needed to build bone and body and promote healthy growth.

Alfalfa is the best pasture. One acre of alfalfa will carry 17 pigs from weaning to market. Sweet clover and red clover are both excellent crops. Oats and field peas, sown at the rate of a bushel each to the acre, with five pounds of Dwarf Essex rape added, is a most valuable quick-growing, long-season, crop for pigs. Bluegrass and rye make good early spring and late fall pastures.

Pigs on pasture also get the benefit of pure air, sunshine, and exercise; three things that mean much to the health and growth of all living creatures. Hog men are giving more attention to pastures than ever before.

(Name of dealer)

(Name of town)



(Set Two Columns Wide)

Shelter Your Hogs  
The Economical Way

Expensive, elaborate "hog hotels" are not always comfortable or profitable. A smaller, cheaper house, if built right, will serve the purpose.

Where two litters a year are raised, a central house is needed for early spring farrowing and for winter feeding of fall pigs. The straw loft will help to keep this house warm and dry. A portable individual house is needed to shelter the brood sow and litter on pasture. This house is suitable for the brood sow in winter.

Hog houses must be built so they can be kept clean; sanitation is the watchword of present day pig-raising.

(Name of Dealer)

(Name of town)

(Set Two Columns Wide)

This Little Pig  
Went to Market

Base the sale of your hogs upon a study of market prices and cycles. On an average of twenty years, September showed the highest average price paid for hogs.

Desirable market weights for lard-type hogs range from 200 to 275 pounds. Bacon-type hog weights are from 190 to 230 pounds. Feed early spring pigs for an early fall market. Finish the hogs properly to get the highest grade, the trade demands it.

Wisconsin pork producers are fortunate in being near excellent large markets - Milwaukee, Chicago and St. Paul. Study the quotation for hogs of the various classes, so you can market your stock intelligently.

(Name of Dealer)

(Name of town)

# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 8

March 2, 1927

Number 9

## MANY BADGER COMMUNITIES SEEK CIVIC IMPROVEMENT

"IT IS a wise old bird that spends most of its time sitting on its own eggs", sagely remarks Editor H. H. Heidmann of the ALGOMA RECORD-HERALD.

"What can we, who have cast our lot with Algoma, do for the development of the city and surrounding community during 1927?" asks the Kewaunee county editor.

"Getting new industries for the home town is a kind of national sport", according to The RECORD-HERALD. "If a business concern lets it be known that it contemplates removal, or would like to establish a new branch, it is in trouble right off. The town boosters from a long distance around will form in a line in front of that office, each prepared with eloquent samples of oratory and convincing statistics, showing his more or less obscure burg to be an earthly paradise and future metropolis, and one in which a new concern can march on to wealth.

### Help Home Town Boys

"Meanwhile in many cities thus reaching out to a distance for new enterprises, there are ambitious and competent young men who would like to start something in their home towns, but can't do so for lack of capital. While it is a fine thing to reach out far and near for new things, it is good policy to work up the home resources first.

"Right here in Algoma we have industries that need and deserve the heartiest support of the community. A word of encouragement is never amiss in the case of 'infant' industries during the trying period of establishing a business in the face of keen competition.

"The best town boosting develops the advantages and the attractions of the town, and makes it a good place for residence and business. Then population growth and development seem to come rather naturally. Quality anyway is better than quantity."

### Essays Create Interest

Considerable interest is in evidence in a number of Wisconsin towns and cities in furthering civic pride and the developing of a community consciousness. This is being brought out in the form of surveys and essay contests sponsored by local newspapers or organizations, aided also in an editorial columns of the paper.

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Only recently the DELAVAN ENTERPRISE closed an essay contest on "Why is Delavan a Desirable Place in Which to Live". The contest was open to every resident of Delavan, and liberal cash prizes were offered for the three best essays. The three prize essays were published in the ENTERPRISE at the close of the contest, with a promise to publish others that were of special merit.

The WEST ALLIS CHRONICLE also inaugurated a similar contest. The CHRONICLE published a number of worthy essays that were sent in to its office.

The Wauwatosa Commercial Association invited the pupils of the public and parochial schools to compete in an essay contest, the title of the essay being "How Can the Wauwatosa Commercial Association be of Greatest service to the Community?" The Association offered prizes aggregating \$85 to be divided among the school pupils, according to their advancement in school.

#### Invite Editorial Comment

"Whether they realize it or not", says Editor W. A. Stewart of the ORFORDVILLE JOURNAL, "a good many around here often express views on matters of local interest that deserve wider consideration than they usually get.

"Everyone has his idea about certain needed improvements in both town and country. Yet the average man cannot interest others in his views because he does not come in direct contact with enough people. We want to state once more that we are only too glad to have our readers air their views on community welfare through our columns."

The JOURNAL editor admonishes that letters dealing in sarcasm or personalities are not wanted, but states that many of the badly needed improvements could be secured with a little agitation, and offers the columns of his paper to his readers.

"Remember this is your paper", says Stewart, "because it is printed in your interest and in the interests of your community. Its columns are open to you - send in your communications."

#### Surveys Bring Discoveries

Oconto's Civic Council, a group composed of delegates of 21 local organizations, lately completed a survey of their community and "discovered" many unusual features in their inventory.

A committee of the Kiwanis Club of Lake Geneva has been appointed to make a survey of its public school system, health, public recreation, city administration, town and country relations, city planning and zoning, and institutions of its own city. The system of this survey was worked out by the Wisconsin Conference of Social Work.

Surveys, essays, editorials, or other devices used to stimulate a greater interest in community affairs, needs, and possibilities are loaded with a wealth of promise for civic betterment. Here is where the editor probably has his greatest opportunity to be of most service to his community, and at the same time be in line to reap the benefits.



SHATTINO COUNTY WEEKLY  
HAS CHANGE OF OWNERS

M. M. Keller has purchased the BIRMAWOOD NEWS from Mrs. S. K. Adams and is to take possession at once. Mrs. Adams has managed the paper since her husband's death several years ago, in a very creditable manner. Her plans for the future have not been announced.

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SECOND PAPER STARTED  
IN GRANT COUNTY TOWN

THE LEADER PRESS is the name of a new weekly established at Muscoda, by H. Scherwerhorn, who has discontinued the LIVINGSTON LEADER, and is to be associated with his brother in the new venture. This will make two papers for the village of Muscoda.

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VETERAN EDITOR IS HONORED  
BY PLATTEVILLE KIWANIAN

MARTIN P. Rindlaub, for many years editor of the PLATTEVILLE WITNESS, and one of the oldest editors in the state, was the guest of honor at the Platteville Kiwanis lunch on February 15, his 89 birthday.

In his younger days he was a reporter and attended the famous Lincoln-Douglas debates. He served as postmaster of Platteville during the administration of President Benjamin Harrison. Since retirement he was active in bringing about the restoration of the state's first capitol building at Leslie. He has lived in Platteville the past 60 years.

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DEATH ENDS ILLNESS OF  
FORMER DELAVAN EDITOR

BENJAMIN A. HOFFMAN, 38, former editor of the DELAVAN REPUBLICAN, died at his home in Waukesha, as a result of kidney trouble. Editor Hoffman has served on the staffs of a number of daily papers, including the MILWAUKEE JOURNAL, THE STEVENS POINT JOURNAL, OSHKOSH DAILY NORTHWESTERN, and the WAUKESHA DAILY FREE PRESS, and was state manager of the UNITED PRESS with headquarters at Milwaukee. For the last few years he has served as secretary of the Waukesha Chamber of Commerce.

LOCAL PUBLISHING PLANTS  
VISITED BY SCHOOL PUPILS

NEWSPAPER-MAKING interests young people, reports from many Badger editors indicate.

Members of two of the Ripon high school classes recently visited the RIPON PRESS and were shown through the several departments. The operation of the linotype especially attracted the juveniles.

The boys taking part-time work in printing in the Two Rivers Vocational school visited a number of shops in their town, beginning with the REPORTER. Particular attention was given to the practical work then in progress in the shop.

Some time ago, John Meadows, agricultural editor and linotype operator on the ELKHORN INDEPENDENT gave a demonstrated lecture to the seventh and eighth grade classes. Mr. Meadows is called upon several times a week to explain the operation of his machine, and now claims that because of his repeated demonstrations he can deliver his lecture in twelve minutes.

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LAKE GENEVA EDITOR QUILTS,  
FUTURE PLANS UNANNOUNCED

A. R. Todd, editor and manager of the LAKE GENEVA NEWS-TRIBUNE for the past two years, has sold his interest in the paper to John H. Millar, president of the Home News Printing Company, Chicago, and expects to leave the TRIBUNE on March 1. Editor Todd has not announced his plans for the future.

---

WIFE MANAGES BUSINESS  
HUSBAND IS IN HOSPITAL

ALVIN F. JOHNSON, editor and publisher of the RIO JOURNAL, was recently taken to the hospital for an operation for appendicitis. Mrs. Johnson has been managing the shop during her husband's absence. Reports show that Editor Johnson is getting along as well as can be expected.

---

Perhaps, after all, the supreme test of good journalism is simple fairness in relaying to society the minutes of its daily meetings.

- Editor and Publisher

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NO NEED FOR M/N POWER  
IN THIS PAPER'S OFFICE

No man need apply for a job on the BELLEVILLE RECORDER, for this enterprising weekly is "manned" by three wide-awake women, who do all of the work in the shop as well as in the office.

When a child, Mrs. Etta Babler, editor of the RECORDER, learned the feel of type while she played in her father's print shop. She started her career as a teacher, and later changed to banking, holding the position of assistant cashier for 11 years.

At the request of Belleville business men, Mrs. Babler took charge of the RECORDER, and with the application of good business principles has made her paper a real community need. Local news and names are found in abundance. She does not hesitate to use the telephone to get local items, and often drives out to the farms in her community in search of news. Even the children, on their way to school, stop at the RECORDER office with bits of news for their favorite paper.

Not only is local news emphasized but many features that have a local application find their way to the readers through the RECORDER'S columns. The local "Beginners' Radio club" was started as a result of a small item that attracted great interest among the Belleville youths. School compositions are often printed in the paper when they merit publication.

---

WORK OF MOVING MACHINERY  
IN PROGRESS AT PLYMOUTH

PLANS have been completed to assemble the machinery of the PLYMOUTH REVIEW-REPORTER under one roof, so that there will be a more unified system of work than has been possible since the two papers were combined. It is expected that the work will extend over a period of nearly a month before this semi-weekly will settle in its new quarters.

The average small town won't let a home boy rise at home, but after he gets out into the world a few years and comes back home, having achieved a measure of success, the home folks are glad to claim a share in having given him a start in life.

(Brodhead) INDEPENDENT REGISTER

# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 5

March 9, 1927

Number 10

## COMMON SENSE GUIDE FOR SELECTING TYPE

"ADVERTISING men on small newspapers will do well to watch the metropolitan dailies for tips that will help them greatly in their work", says the N. E. A. BULLETIN. This suggestion applies, of course, to the editor of the country weekly newspaper, he being, in many cases, the sole advertising representative of the paper.

As pointed out by the BULLETIN, advertising agencies, as well as the advertising departments of the big stores, employ the best men they can find. The product of these men is to be found in almost unlimited quantity in leading magazines and newspapers that come to the desks or homes of editors of the smaller newspapers. It is only a matter of time and effort to study the specimens in order to get an idea of what is considered to be good practice.

"Business methods are constantly changing and advertising is different than it was a few years ago", the BULLETIN continues. "Changes may even be noted in typographical construction. A few years ago many advertisers used funeral border and black face type in all styles of advertising. These are no longer characteristic of modern advertising, but dignified light face type and border are more in evidence."

### Make Type Tell the Story

"Type dress should conform to the message", says the late Benjamin Sherbow in his book on Effective Type-use for Advertising. "Common sense would tell us to choose for the advertising of a tea gown or a perfume any good-looking, readable lightface such as Caslon, Scotch Roman, etc., and to avoid boldfaces such as Cheltenham Bold. Or again, common sense would tell us to avoid feminine graces in the advertising of a motor truck and choose a vigorous, sturdy type dress, fitting to the machinery made for heavy duty.

"Decoration wisely used where it belongs, gives an added grace to the printed page, invites the eye and thus helps to deliver the message", says Sherbow. "Decoration that does not help to catch the eye or deliver the message is not only superfluous, but is harmful. It distracts attention and uses up room that costs money."

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ADVERTISING ON INSIDE,  
FRONT PAGE CLEANED UP

Front page advertising is a practice no longer followed by the Hartland News. When making the announcement of the intended change a month ago, Editor Carl B. Hansen informed News readers that this move had been his aim for some time, but until lately he had not seen a way clear to make the change.

Two reasons are given for the change. First, says Editor Hansen, the News is one of the few weeklies left which carries advertising on the front page, and "we feel that if we are to continue in the publishing business, we must get out an attractive and up-to-date newspaper, and this can not be done with ads on the front page."

Elimination of complaints from patrons is given as the second reason. Editor Hansen says that while he always gave front page position to those who asked it, some patrons failed to specify position when they brought their copy to him, and later became indignant when they found their ad elsewhere.

Advertisements are arranged in pyramid form, and the make-up of the entire paper now tends to conform to the best practices employed by country weeklies, Hansen says.

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LADYSMITH'S PAPERS MERGE  
AT MERCHANTS' SUGGESTION

With the consolidation, on February 1, of the Ladysmith News-Budget and the Rusk County Journal, the city of Ladysmith and its community is now being served by one weekly paper. Mark R. Bell, owner and publisher of the News-Budget, bought the Journal from R. W. and E. R. Richardson. E. W. Richardson has assumed the post of city editor on the new paper.

The deal is the result of several months' negotiation, and was suggested by a number of local merchants. The new paper will carry the names of both publications for a time, but will later be published under a more simplified name. The combined circulation is in the neighborhood of 3,500.

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ADS BEAT HOT CAKES  
LOCAL SHIPPER BUYS

"Sold the series of five ads to a new advertiser. Thanks." writes Allen P. Welch, editor of the Manawa Advocate, within a week after he had received his copy of educational swine advertisements from the department of agricultural journalism in the Build Wisconsin service. The proof, which Editor Welch enclosed with his letter, disclosed the fact that the local livestock shipper was very much interested.

QUITS NEWSPAPER DESK,  
GOES WITH LUMBER FIRM

Don C. Bell has left the editorial desk of the Bayfield Press, and has accepted a position with the Bell Lumber Company of Minneapolis. Mrs. Bell has assumed charge of both the business office and the reportorial work of the paper. Job printing will be handled under the combined direction of A. H. Hansmann, formerly with the Ashland Daily Press, and Mrs. Pearl Kreutzer, who has been associated with the local office for the past eight years.

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ROETHE BROTHERS PUBLISH  
GENUINE RURAL NEWSPAPER

A real compliment was received by the Roethe Brothers, publishers of the Fennimore Times, in the form of a letter from S. C. Cushman, superintendent of the Columbia county asylum at Wyocena, who had received a copy of the Times giving an account of the State Swine Breeders' sale and banquet, which was held at Madison during Farmers' and Homemakers' Week.

"I want to tell you, I think it is the biggest farm paper for a country newspaper that I have ever read", wrote Superintendent Cushman.

"Your report of Builders' Day with your sale advertising and sale news should secure for you every subscription within a radius of 50 miles.

"There are many other features in your paper commendable, but the idea strikes me that you are publishing a real rural newspaper."

---

LOCAL WEEKLY'S MOVE  
GOOD FOR COMMUNITY

The Mukwonago Chief in a recent issue calls to its readers' attention the words "Member of the Wisconsin Press Association" that now appear on its masthead.

"This means another forward step, a step that we mention because we feel that whatever makes for the betterment of the Chief makes for the betterment of Mukwonago", says Editor James L. Small.

"Membership in the state press association brings standing strength, and since a good newspaper is the best investment any community can have we like to keep our readers informed of the things that make the investment more worthwhile for you and for us."

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NEW EDITOR AT LAKE GENEVA

Paul J. Turner, now occupies the managing editor's chair on the Lake Geneva News Tribune in place of Arthur R. Todd, who resigned the first of the month.

# Build Wisconsin

"The Little Partner of The Badger Weekly"

Volume 5

March 16, 1927

Number 11

## COUNTRY NEWS MAGNET FOR DRIFTING READERS

COMMON features that mark enterprising weekly newspapers include long columns of country correspondence.

This is a nation-wide feature for swelling circulation lists. "In North Dakota", according to the Bulletin of the state press association, "the papers which are considered the best from the standpoint of service to their readers are the papers that are running a large volume of rural news, and that naturally implies careful consideration of the rural representatives and their work."

"The greatest subscription builder of them all", is the view of the Flickertail house organ, in referring to country news. "It has the contest or premium campaign beat 40 ways, costs less and the benefits are more lasting."

### Sees Value in Departments

This view is similar to that of an Iowa publisher. He says, "We consider the only justifiable basis on which sound circulation can be secured is through the publishing of the best paper possible". "A good newspaper, both literally and figuratively, appears to be the backbone of circulation. First, we try to get all the city news, then all the country news with as much rural correspondence as possible. We departmentalize the news, that is, each week we have certain features, for example, farm news, local sports, birth and obituaries, and several others. This system, besides being a convenience, helps us to make up the paper."

Like the other news of the paper country correspondence should be carefully edited. Correspondents, rural or otherwise, make an occasional slip, either in the accuracy of their item or in their method of expression. Mistakes are easily made, and are more likely to be found in the case of correspondents who write news items but once or twice a week, than among those who are on the job every day. It is the editor's job to go over this copy and work it into the best possible form.

"Every publishers in North Dakota can well afford to give a liberal amount of time to his correspondents and the columns they fill", the Bulletin continues. "It pays to edit carefully correspondence for the purpose of brushing up defective items and eliminating the doubtful and superfluous ones. It may take a little time to get things going right, but eventually good correspondents will tumble to the class of items that

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.

are wanted, and just how the newspaper expects them to be handled."

### Cheap at Five Cents an Inch

That correspondents should be well paid for their services, is the opinion of the Bulletin. Free service, as a general thing, is not best service. In fact, much of the free service is done as a matter of forceful accommodation rather than in the spirit of the work. It is analogous to an editor boosting his home town when the merchants refuse to use his paper as their advertising medium. It usually leaves a flat taste. But when the service is paid for, then the correspondents take a lively interest in their work.

"It pays to pay your correspondents", says the Bulletin. "When you get a good correspondent show him lots of consideration. Pay him well for his services and give him a chance to make a little money on the side.

"Most newspapers pay their rural representatives from three to five cents an inch, according to the quality of matter sent in - three cents to those who confine their efforts to personal items, and five cents to those who cover weddings, deaths and other important items as they ought to be covered. Many newspapers pay their correspondents a liberal commission on want ads, printing orders and subscriptions, and in this way the correspondents are made to understand and feel that they are a vital part of the newspaper organizations.

### Remember They're Human

The Bulletin, however, believes that 'all work and no play makes Jack a dull boy', and would have the editor go beyond his usual duties of editing copy, and mix in a little pleasure with his business. It suggests that the personal touch, the informal attention to and interest in others, will help to knit together a closer organization in the newspaper's field. This, it proposes, can be brought about by remembrances of some sort or other, or by an occasional gathering.

"A little attention paid to correspondents is a good investment", the North Dakota paper suggests. "Send them something at Christmas time, write them a letter once in a while, take them out to lunch when they are in town, show them through the plant, send them a notebook, a few lead pencils or some circus tickets during the year, and if you want to do something in a big way, give them a banquet or a picnic."

There is nothing new in the suggestions; a large number of business concerns are following the principal and the spirit of the plan regularly and find that it is very much to their advantage. What better could the country editor do than to follow out this suggestions, at least in part? Is it not like casting bread upon the waters?



ELKHORN BANKERS PLACE  
ORDER FOR ADVERTISING

"THE State Bank and National Bank of Elkhorn wish to run a consistent advertising campaign during the coming year and they have signified their desire to try out the new type of bank advertising on a large scale as has been suggested by you in the two series of ads sent to us, one on the corn borer and the other on swine raising".

Thus reads a letter recently received by Build Wisconsin from Claude F. Eames, editor of the Elkhorn Independent, who, it is evident, has sold the idea to his local bankers.

"They want their ads each week to consist of a helpful talk to the farmers on various subjects regarding their business, run three or four ads on the same subject and then change to another problem", Editor Eames continues.

"This form of advertising appealed to them immediately when I showed them the two series of ads you sent to us a short time ago. Now they want to go further. They believe that their bank can be of service to the farmer through these business talks and that they would be getting more real advertising value by building up good will than through the usual bank ad".

If any Wisconsin editor has run into difficulties when trying to sell the series of educational advertisements to local banks or other concerns, Editor Eames' letter should provide him with more ammunition to make his sales talk effective.

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JOINS TOWN AND COUNTRY  
ON COMMUNITY PLATFORM

"WE are sometimes too much inclined to think of the farmers and city or town people as two separate classes of society, or draw a line between them. But there is no difference", says the Stratford Journal.

The Journal believes that the less the two indispensable elements, town and country, are separated, the more both will prosper. Socially and economically there is no point at which the city's streets end and the country roads begin; streets and roads are but a single and unbreakable chain connecting one element with the other.

"Take our own community of Stratford", the Journal continues, "All of us recognize our dependency upon, our friendship for, and our obligation of good will toward the people who help to make our community a center of fellowship and business activity."

LOCAL FARM CONDITIONS  
DRAW EDITOR'S COMMENT

"THE farmers of this section are now feeling more than ever the shortage of the hay crop of last summer", editorially observes the Barron County Tribune. "Hardly a week passes without several cars of hay being shipped into Barron county. But the big acreage of alfalfa that is being added in the county over everything before comes the promises of a bigger hay crop for 1927 than ever before. With the increasing herds of dairy cattle in the county the needs for the hay crop is more evident all the time.

"The redeemable feature of the whole matter this year seems to be that the price of butter fat that has kept things in a place that the dairyman could buy the imported hay and pay \$27 to \$30 per ton for the shipped in alfalfa. Barron county will have thousands of tons of alfalfa this year more than ever before but even then some will need to be shipped in for a few years to care for the 70,000 head of dairy cattle."

---

ANOTHER PROGRESSIVE WEEKLY  
ANNOUNCES INCREASED RATES

EDITOR Harvey J. Oleson, of the Frederic Star, announced at the beginning of the year that the subscription price of the Star would be \$2.00 instead of the usual \$1.50. Increased cost of producing the paper is given as the reason for the new rate.

Editor Oleson says it isn't fair that advertisers should be compelled to shoulder the main burden of costs, and feels that costs can be better distributed by increasing the subscription price. Subscriptions will be received at the old price, however, for the balance of the year.

"We can't put out a \$2.00 paper for \$1.50 per year and we don't want to put out a paper that is worth only \$1.50 per year", says this publisher. "We will give a full two dollars' worth during the year."

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IOWA PUBLISHER ADOPTS  
BADGER EDITOR'S IDEA

EDITOR Will C. Mayhew, Jr., of the Clinton Times-Observer, recently received a letter from the publisher of the Nashua, Iowa, Reporter, saying that the latter had copied the Clinton papers' idea of having former residents write letters for publication in the home town paper. The Iowa editor issued postals to all former residents of Nashua asking for letters from them.

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

March 23, 1927

Number 12

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Dear Editor:

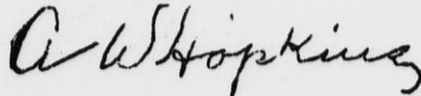
Spring seeding is near at hand!

Very many farmers in your community plan to sow clover or alfalfa with their small grain this spring. Many more expect to sow peas, beans, and soybeans.

The wide and accepted use of these legume crops helps to bring greater prosperity into any farming community.

The following set of advertising copy on giving legume crops a fair start in life should interest your local dealer or banker. Take the complete set of copy to him. He'll like it when he reads it.

Very truly yours,



Andrew W. Hopkins, Editor

P. S. - Our dairy specialists are now at work preparing advertising copy that your local dairy concerns will surely want.

Inoculation Advertising Copy No. 1  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin

Set two columns wide.

#### ALFALFA HAS MANY NEAR RELATIVES

Clover, alfalfa, vetch, peas, beans, and many other plants are grouped together under the family name of "legumes."

One of the important characteristics of legumes is their ability to form a cooperative association with certain soil bacteria. The bacteria enter the roots of legumes and form warts or nodules on them.

When legumes and bacteria live together under such conditions, both are benefited. The bacteria find a home, and the inoculated plant makes a more vigorous growth than the un-inoculated one.

#### INOCULATED LEGUMES ARE FERTILITY BUILDERS

For further information write your  
College of Agriculture, Madison, or see

Name of dealer or banker,

Name of town.



Inoculation Advertising Copy No. 2  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin

Set two columns wide.

#### LEGUMES RUN TRANSFER LINES

Most green plants are unable to use the free nitrogen of the air but must depend upon the nitrogen held in the soil for their supply.

Inoculated legumes, because of the bacteria in the nodules on their roots, do not depend upon the supply of nitrogen in the soil, but are able to draw their supply of nitrogen from the air. Uninoculated legumes must depend upon the soil alone for nitrogen.

The friendly association of legumes and bacteria permit legumes to be grown without using up the nitrogen supply of the soil.

When legume crop refuse is returned to the soil the nitrogen supply of the soil is increased and the succeeding crops are benefited.

#### INOCULATED LEGUMES ARE FERTILITY BUILDERS

For further information write your  
College of Agriculture, Madison, or see

Name of dealer or banker,

Name of town.

Set two columns wide.

BACTERIA, THE WORLD'S GREATEST "FIXERS"

All legumes are not inoculated by the same kind of bacteria.

Usually the proper bacteria for the inoculation of legumes are not present in the soil in sufficient numbers to give satisfactory inoculation unless the same crop has been grown on the soil within the last few years.

For this reason it is advisable to place the proper bacteria upon the seed before it is sown. This is termed "seed inoculation".

Pure cultures of the appropriate bacteria for the inoculation of any legume plant can be secured from many sources. The Wisconsin College of Agriculture has for several years furnished such cultures to the farmers of the state at cost.

INOCULATED LEGUMES ARE FERTILITY BUILDERS

For further information write your College of Agriculture, Madison, or see

Name of dealer or banker,

Name of town.

Inoculation Advertising Copy No. 4  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin

Set two columns wide.

INOCULATE TO INSURE LEGUME CROP

Cultures for inoculating legume seed are valuable only when fresh, properly prepared, and of the correct strain.

Buy your cultures from reputable firms and follow the directions on the package. Seed should be sown as soon after the culture has been applied as is possible. Complete drying or exposure to sunlight for any considerable period kills bacteria.

Inoculated legumes grow vigorously and add fertility to the soil. Uninoculated legumes grow less vigorously and rob the soil instead of enriching it.

Carefully inoculate your seed with a pure culture of known value.

INOCULATED LEGUMES ARE FERTILITY BUILDERS

For further information write your College of Agriculture, Madison, or see

Name of dealer or bank,

Name of town.

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

March 30, 1927

Number 13

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## TYPICAL WEEKLY STYLE GUIDES FAMOUS PAPERS

THAT editorial individuality is still a vigorous factor in country weekly newspaper making is a belief that the nine judges carried home with them after scoring 120 papers in Wisconsin's recent Better Newspaper Contest.

Evidences of wide variation, not only in method of expression but in appearances of product, greeted the critics as they went about their work.

Naturally there was a difference of opinion among the judges, but they were directed by certain basic principles, which are generally recognized as being fundamental in country weekly newspapering.

Inquiries from editors in all sections of the state, asking for a resume of the work of the judges show that Wisconsin publishers are interested in further improving their papers.

Among the judges who have reminisced on the contest is H. Z. Mitchell, past president of the Minnesota Editorial Association and editor of the Bemidji Weekly Sentinel. Mitchell was one of the headliners on the program of the mid-winter session of the state press association. He also assisted in selecting the winners of the front page make-up class of the contest.

As the judges reviewed the front pages, Mitchell refused, generally speaking, to consider any paper carrying advertising on the front page, that is, commercial advertising.



"Papers with a symmetrical and well-balanced make-up were rated high", writes Mitchell. "I feel that a perfect balance, even at the risk of making the page appear somewhat stilted, is preferable to a page only half balanced. Many editors, it appears, put considerable attention on the upper half of their front pages, but apparently take all the news matter left and throw it at the lower half. It is just as easy to balance perfectly the smaller heads which naturally go on the lower half of the page as it is to place the display heads which feature the top.

#### Would Use Newspaper Ears

"Some papers fail to take advantage of the white space on each side of their newspaper heading. This is valuable space that can very properly be used for pertinent information, regarding the community, weather or other seasonal topics.

"Great weight is also given to the proper alignment of the heads. It is only a matter of a very few minutes to rewrite a head in case the lines do not fill the space evenly. A variation in the lines composing a head gives a very slovenly and untidy appearance to the entire page.

"While selection of type is important, we did not find it possible to score this feature of make-up. Personally, I am a believer in caps and lower case for headings for a weekly newspapers, yet we noticed that only two or three papers in the state using such type. In my opinion, such an arrangement is much easier on the eye and softens the appearance of the paper. Naturally, this is impossible for all dailies, especially when a flash is important and the use of capital letters is almost imperative.

#### Opposes Streamer Headlines

"I do not like to see streamer headlines on weekly newspapers, and it should be an exceptional news story to warrant a two or three column head in my opinion. The two-column box head on a feature is permissible on papers published, say, in towns with a population above 1,500, although I took into consideration the type of story for which the boxed head was prepared. This was impossible in the other two divisions of the front page make-up class as we realized there might have been a dearth of news in that particular community.

"As I recall it now, the papers from the towns with a population less than 750 were particularly good for communities of that size but those from towns between 750 and 1,500 were disappointing.

"Among the papers from towns above 1,500 population were a number of exceptionally good entries, the balance of the majority was commendable and the heads themselves showed care and construction."

Front pages of Wisconsin weeklies will be further analyzed next week when Elmo Scott Watson, editor of Publishers' Auxiliary and one of the judges of the state-wide contest, reviews his impressions of the match. This will be followed by comments from others of the group of judges.

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NEW NAME MARKED IN  
WEEKLIES' GLOSSARY

THE St. Croix County Forum is Wisconsin's youngest weekly newspaper. It was established at Hudson by Gordon & Bonkrud, former owners of the Barron News, and this week its third number was run off. The new journal is seven columns wide and its first issue contained eight pages. Its front page is neat and attractive, its headline system includes, for the main stories, two decks, both of which are set in caps.

Its editorial column of last week focused attention on some subjects of great interest to a large group of St. Croix county folks. Among these were local boys' and girls' club work and the testing of seed corn.

Unusual in name is a characteristic of the Forum, it being the only weekly in the state that carried this non de plume. Its subscription price is \$2.00 a year.

Hudson is served by one other paper, the Star-Observer, one of the old papers of the state, established as early as 1854, and edited today by Percy Ap. Roberts. This St. Croix city has a population of 3,014.

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BUSINESS MANAGERS, IS  
THIS ENOUGH COVERAGE?

SEVEN million acres is the area that would be completely filled if all the advertising displayed last year in American newspapers was stretched out in any corner of the globe. This over-land figure is estimated by R. S. Kellogg, secretary of the News Print Service Bureau, who adds that this space represents but about half of the news print consumed annually in the country.

"The per capita consumption of news print is now about 58 pounds", he says, "compared with only 15 pounds as recently as 1900. The United States uses more news print than all the rest of the world combined. One American newspaper uses in a year's time as much as the entire country of Mexico."

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

April 6, 1927

Number 14

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## MUCH TO PRAISE IN FRONT PAGE MAKE-UP OF BADGER WEEKLIES

By Elmo Scott Watson, member of the committee of judges on front page make-up for Wisconsin's Second Better Newspaper Contest

OUR decision was a composite of individual preferences rather than a consensus opinion and I personally feel that this is as satisfactory a method of judging newspapers as any that can be devised.

What I shall give you, then, is the method which I used in deciding the best front page make-up.

### Wanted Easily Read Headlines

The points which I considered were the following:

(1) Balance and contrast - Are the headlines composed of the right proportions of caps and lower case so that they are easily read? Are caps and lower case heads placed next to all caps so as to give the contrast which would make them easily read? Is there a systematic arrangement of heads on the page so as to give it the look of being planned without too much mathematical exactness of placing the heads?

(2) Typography - Is the type selected for the head-lines, especially in the top heads, of proportionally the right size? That is, neither too heavy and black, nor too light and small for the size of the page and the number of columns? For instance, in the average five or six column page I do not believe the top heads should be larger than thirty point, especially if bold-face Gothic is used, and if another type, such as Cheltenham, caps and lower case is used it can be as small as eighteen point and still be adequate.

### "Lots of News" Appearance

(3) Number of news stories - Are there enough headed stories on the page to give the reader the impression that "Here is a lot of news"? I believe that there should always be between fifteen and twenty heads on the page. I believe, too, that the appearance of the long, straight column should be broken up by the use of one or two two-column headlines in the

lower half of the page. These should be "over" stories of the feature or news feature type.

(4) Other factors - Is a cartoon or news picture used, around which the make-up is built? Or are these dropped in simply as filler? Is the sense of news values reflected in the selection of stories which are given the larger headlines? Do the heads tell a story in themselves or are they more labels?

#### Must Use Common Sense

I realize, of course, that a strict application of these points could not be made for all three classes. For instance, it would not be fair to demand at least twenty news stories on page one in the newspapers published in very small towns, since there might not be twenty real news stories every week in that town. The result is that in judging newspapers of that class a person has to use a good deal of common sense, consider the paper in relation to the community and judge it accordingly. For the larger classes I felt that I could be more strict in adhering to my rules.

It was a curious fact, commented upon by all three of the judges, that the make-up of the papers in the first class, those published in the smallest towns was more uniformly satisfactory than the make-up of the papers in the second class.

In the third class, composed of papers published in the larger towns, there were so many very good papers that we had to supplement the numerical rating with a conference of the three judges before we could pick the winners.

Despite the weakness of the second class I can testify to the fact that the average of Wisconsin weeklies is very high, indeed, and I believe from observing a great many papers published in other states that they will rank right up with the leaders anywhere.

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# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

April 12, 1927

Number 15

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Dear Editor:-

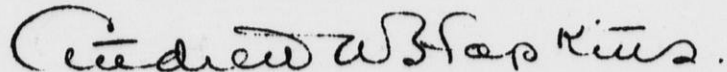
Here is another series of agricultural advertisements.

It will appeal to one of your local bankers or dealers who is interested in the development of the farming industry of your community.

Let us have your suggestions on this service. Do you want to have it continued? How can we improve it?

We will appreciate your comment.

Yours for Wisconsin,



Andrew W. Hopkins, Editor

AWH:D

Feeding for Efficient Milk Production  
Advertising Copy - No. 1  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin, Madison

(Set Two Columns Wide)

The Dairy Cow Says:

"Feed me well - or  
we'll BOTH starve."

A cow yielding 40 to 50 pounds of milk  
daily will produce:

2.0-2.5 lbs. of sugar  
1.5 lbs. of butter fat  
1.5 lbs. of protein

The cow's ration must supply first of all  
food for body maintenance and in addition one,  
often both, of the following:

Nutrients for milk production -  
Support for the growth of the unborn calf.

If the ration does not fully meet the  
needs of the cow, she is underfed. The under-  
fed cow cannot produce efficiently and pro-  
fitably.

- It pays to feed the cow WELL. -

For further information write your  
College of Agriculture, Madison, or see

(Name of Dealer or Banker)

(Name of Town)

Feeding for Efficient Milk Production  
Advertising Copy - No. 2  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin, Madison

(Set Two Columns Wide)

Adjust the carburetors

on YOUR cows.

The proper mixture is essential for either the cow or the car.

Too rich a mixture is wasteful; - too lean, causes decreased power and unsatisfactory operation.

The cow must have enough protein in her ration to meet her needs - the mixture must not be too lean. The nutritive ratio (the proportion of protein to other nutrients) should range between 1:6 and 1:7.

#### Farm Grown Feeds

a. Low in protein:

corn, oats, barley; corn silage, timothy hay, prairie hay, corn stover.

b. Rich in protein:

alfalfa hay, clover hay, soybean hay, soybean grain.

#### Purchased Feeds Rich in Protein

Wheat bran, linseed meal, cottonseed meal, gluten feed.

The high producer needs some protein-rich concentrates, even with alfalfa hay; with low-protein hay she will need still more.

It PAYS to BALANCE the RATION

For further information write your  
College of Agriculture, Madison, or see

(Name of Dealer or Banker)

(Name of Town)

Feeding for Efficient Milk Production  
Advertising Copy - No. 3  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin, Madison

(Set Two Columns Wide)

Do you WHIP the HORSE that PULLS?

: BETTER FEED the COW that MILKS

Be fair with your cows. That's being fair to yourself. You do not pay the hired man a month's wages for two weeks work; - nor expect him to work two months for one month's wages.

The high producing cow should get more feed than the low producer. She will pay for more. It pays to give her more.

#### Thumb Rules Make It Easy

Cows vary individually but on the average will eat 2 pounds of dry roughage, or one pound dry roughage and 3 pounds silage per day, for each 100 pounds of body weight. A cow weighing 1,000 pounds eats 10 pounds hay; 30 pounds silage.

Feed all the roughage cows will eat.  
Adjust concentrates (grain mixture) to production.

Allow one pound of concentrates for each 3 to 4 pounds of milk produced daily; or feed as many pounds per day as the cow gives butter fat per week.

FEED the COW ACCORDING to her PRODUCTION

For further information, write your  
College of Agriculture, Madison, or see

(Name of dealer or banker)

(Name of Town)



Feeding for Efficient Milk Production  
Advertising Copy - No. 4  
Prepared by the Agricultural Experiment Station,  
University of Wisconsin, Madison

(Set Two Columns Wide)

A SHORT CUT to PROFITABLE RATIONS.

The character of the roughage available will decide the nature of the concentrate mixture needed.

Use the feeds you grow on the farm.  
Then purchase only what you need and the kind you need in addition.

With legume hay, which is rich in protein, less protein will have to be added in the concentrates than with timothy and prairie hay or corn stover.

Here are examples from a number of good rations:

To be fed with alfalfa or soybean hay and corn silage.	To be fed with timothy or prairie hay & corn silage.
400 lbs. corn or barley	300 lbs. corn or barley
350 lbs. ground oats	200 lbs. ground oats
175 lbs. wheat bran	200 lbs. wheat bran
75 lbs. cottonseed meal	200 lbs. linseed meal
	100 lbs. cottonseed meal
(25% purchased feeds)	(50% purchased feeds)

FEED ACCORDING to INDIVIDUAL PRODUCTION.

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For further information, write your  
College of Agriculture, Madison, or see

(Name of dealer or banker)

(Name of town)

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

Volume 5

April 20, 1927

Number 16

TOWN AND COUNTRY  
INSEPARABLY UNITED

By Rudolph Lee, editor Long Prairie (Minnesota)  
Leader, one of the judges of Farm News Service  
in Wisconsin's Better Newspaper Contest.

Every rural editor ought to endeavor to have a farm service department. It is a very good way to make the paper not only of news but of actual value to the farm reader.

In judging papers in the farm service class in Wisconsin's Second Better Newspaper Contest I, therefore, considered the evident effort of the editor to render a service to farmers as evidenced by the amount of space he gave to farm matters and then to the way he handled the items.

## Favors Special Farm Page

Personally, I think it well to make a department out of the farm matters. It dignifies the effort and makes it more impressive. If the farm items are scattered through the paper, while there may be just as much space devoted to farm matters, the reader does not get that impression as he glances through the paper.

If there is a regularly established department, printed, if possible, on the same page every week, it gives the impression that the editor regards the matter as particularly important and dignifies it all by making a department out of it.

## Rural Editor Has Opportunity

As to subject matter, local conditions largely govern, but the department should be dedicated to assisting in the development of all those farm activities calculated to be helpful to the farmer making up the paper's constituency. The rural newspaper really has a great opportunity along this line because it can boost better than any other agency, and many of the activities which are calculated best to put the farm on a basis of dependable prosperity are thus adopted because through intelligent boosting the farmer is impressed with their actual value.

Work in soil building, herd grading, cow culling, breeding of poultry for production, production of feeds on the farm, are all matters which when boosted are calculated to render actual and tangible help to a farmer. Any other farm activities to which the community is adapted can be taken up and boosted in the department the same way.

It was a consideration of these things as to what a farm department can do and what it ought to do that I took into account in considering the papers from the standpoint of a farm service department.

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#### WHY EASE OFF ON COUNTY WHEN MERCHANT MUST PAY?

WHEN counties ask for sealed bids on printing, there is a strong tendency on the part of printers and publishers to quote prices much below charges for similar work to business people and others who are the advertisers, says H. S. Saylor, publisher of the DELAVAN ENTERPRISE. He also says that anything the county wants in publicity is donated, along with a lot of news concerning institutional matters that should be brought to the attention of the public.

"This is not fair to yourself, Mr. Printer, nor to your steady customers who do not ask for bids on every four dollar job", Saylor contends. He suggests, as a solution to the problem, that no printer bid on county work. In this event, the county clerk will order the printing done as it is needed, and the county will then pay a fair price for the printer's service. He also suggests that if there is to be any discount, Friend Merchant, instead of the county, should receive the benefit.

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#### LIVE AND LET LIVE, SAYS LOCAL DEALER

EMIL AMUNDSON is the kind of a booster that counts in a town", says the DOWNING ENTERPRISE in a recent editorial. "When taking printed letterheads to him the other day, we mentioned that we probably could not compete with the tire companies who supply letterheads to their dealers with their own advertising on them for a little more than cost.

"That doesn't make any difference, you've got to make a living too', was the way Emil looked at it, and we appreciated his attitude.

"Cooperation of this kind is sure to be reciprocated and may be a benefit to the town by keeping one from becoming disgusted and seeking other fields from which a living could be obtained."

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The pyramid style of advertising make-up makes the page easier to read, is more pleasing to the eye, eliminates buying any ad, and conforms to the modern way of doing things. - South Dakota Rural Press

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

April 27, 1926

Number 17

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## THE COUNTRY WEEKLY AS A FARMER SEES IT

By W. W. Kinyon, one of the judges of Farm News  
Service in Wisconsin's Better Newspaper Contest.

Farm news must be of particular interest to the locality. It must be put into a form that attracts attention.

Most weeklies are published in communities which are, either directly or indirectly, dependent on rural support.

News that interests the farmer need not be necessarily facts about live stock and crops, but up-to-the-minute items on such subjects as road improvements, legislation and other subjects of special concern to his particular locality.

Farmers, as a rule, are well supplied with agricultural papers and experimental station bulletins, and long articles containing a lot of figures and dry matter, should be eliminated unless such facts are up to the minute and of importance to the particular locality.

If any of his farmers achieve special success along any particular line, the editor will likely give them such recognition as they deserve.

A special page of classified agricultural news is not necessary for such pages are apt to contain much material that might be classified as filler.

A column of short live stock notes, giving happenings of the week, are appreciated by the readers. It might be the sale of some choice hogs, a good bull purchased, a good record made, a good stroke of land clearing and numerous other items of this character.

Some space can well be given to rural social activities, rural school happenings, etc.

Special attention might be given to agricultural legislation, giving a digest of the latest important happenings both state and national. In this day of rural routes, radios and other modern improvements, the farmer is going to keep as well posted as his city brother.



ROCK COUNTY EDITOR DIES  
AFTER PERIOD OF ILLNESS

WILL A. MAYHEW, editor and publisher of the Clinton Times Observer, aged 44 years, died at his home on Wednesday, April 20, following an illness of three months.

Mr. Mayhew attended the University of Wisconsin law school for a period of three years, and later became identified with a newspaper at Watertown, New York. He established the Times-Observer at Clinton, his home town, in 1924.

He leaves a wife and three children, besides a host of warm friends, to mourn his loss.

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TWO RIVERS' PAPERS MERGE  
WILL GIVE BETTER SERVICE

The consolidation of the Two Rivers Reporter and the Two Rivers Chronicle is one of the important events of the month in Wisconsin's weekly press circles. Arthur Baetz, editor and publisher of the Reporter, purchased the subscription list, advertising contracts, and good will of the Chronicle's business.

The purpose of the merger was to concentrate the circulation and advertising under one management that the trade territory of Two Rivers might be more efficiently served. It is intimated that Editor Baetz contemplates putting out more than one issue a week, and hopes eventually to publish a daily for Two Rivers.

The Chronicle was founded in 1872, and claims to be one of the first weekly papers in the state to install a linotype. The W. F. Nash Printing company, former publishers of the Chronicle, will remain in the job printing business.

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NEW FARM PAPER APPEARS

The Wisconsin Homestead, a farm paper that will take the place of the Upper Wisconsin Farmer, made its initial appearance in the second week of April. The Homestead is a monthly published by Judge F. A. Kremer at Phillips, Price county, and is devoted strictly to farm subjects. The new paper started out with a circulation of 10,000 subscribers.

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FORMER EDITOR NOW SECRETARY

A. R. Todd, until recently editor of the Lake Geneva News Tribune, is now employed as full time secretary of the Lake Geneva Chamber of Commerce.

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

May 4, 1927

Number 18

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Dear Editor:

This series of advertisements is designed to help out those farmers who have suffered losses through winter killing of their clover or alfalfa seedings. It is suggested that you sell the entire series to your local seed dealer or banker.

The use of soybeans, sweet clover, peas and oats, millet or Sudan grass as emergency hay crops has saved the day for many a Wisconsin farmer. Farmers in your community who have this winter suffered loss of their seedings may be looking for some crop that will provide hay for their livestock. Your local dealer undoubtedly carries these seeds in stock. Why not get him to advertise the fact?

Very truly yours,

*Andrew W. Hopkins*

Andrew W. Hopkins, Editor

Emergency Hay Crop Advertising Copy #1  
Prepared by the Agricultural Experiment Station,  
of the University of Wisconsin

Set Two Columns Wide

GROW EMERGENCY CROPS  
TO MEET HAY SHORTAGE

When winter killing has been severe, when new seedings have failed, when for various reasons it is too late to seed land to primary crops of the rotation - then substitute hay crops prove to be profitable.

These are the crops for this purpose.

Soybeans  
Field peas and oats  
Sweet clover seeded alone  
Millets  
Sudan grass  
Sudan grass and soybeans

Your choice should be determined by

Quality of hay desired.  
Adaptability of the crop  
to your conditions.  
Time of seeding.  
Cost of producing.  
Desire to reseed the  
land to clover or alfalfa.

(Name of Local Dealer or Banker)

Telephone (Number)

(Name of Town)

Emergency Hay Crop Advertising Copy #2  
Prepared by the Agricultural Experiment Station,  
of the University of Wisconsin.

Set Two Columns Wide

EMERGENCY HAY CROPS  
HAVE GOOD REPUTATION

But we want to know something about  
their character before we invite them in.  
Each crop has its merits.

SOYBEANS

like alfalfa and clover  
are high in protein.  
High yield per acre of a  
good quality hay.  
Grow well on either light  
or heavy soils.  
Withstand dry weather.

PEAS & OATS

when grown together make  
a good high protein hay.  
Good yield per acre.  
Can be used as a nurse  
crop for clover and alfalfa  
seedings.

MILLETS and  
SUDAN GRASS

are seeded later in the  
season than the others.  
Seed generally cheap.  
Yields are good.  
Low in protein.  
Hay is not as well liked  
by livestock as is the  
hay from other crops.

(Name of Local Dealer or Banker)

Telephone (Number)

(Name of Town)



Emergency Hay Crop Advertising Copy #3  
Prepared by the Agricultural Experiment Station,  
of the University of Wisconsin

Set Two Columns Wide

THESE CROPS FURNISH FEED  
WHEN OTHER CROPS FAIL

To succeed with emergency hay crops  
don't fail to: Prepare a good seed bed.  
Use good seed in sufficient amount. Seed  
at the right time. Seed at suitable depths.

SOYBEANS            can be sown up to June 10.  
Broadcast 2 to 2 $\frac{1}{2}$  bushels  
per acre. Inoculate the  
seed. Plant 1 to 2 inches  
deep. Drag the field when  
the beans are well out so as  
to kill young weeds.

PEAS & OATS        should be seeded at the  
same time as oats. Sow  
1 $\frac{1}{2}$  bushels of each.  
Canada or Scotch peas with  
a medium early oat makes a  
good combination.

MILLET             Can be sown up to the mid-  
dle of June. Three pecks  
of the common foxtail mil-  
let is the usual rate.

SUDAN GRASS        takes about 30 pounds to  
the acre, broadcast. Can  
be sown up to June 10.

(Name of Local Dealer or Banker)

Telephone (Number)

(Name of Town)

Emergency Hay Crop Advertising Copy #4  
Prepared by the Agricultural Experiment Station  
of the University of Wisconsin

Set Two Columns Wide

CUT EMERGENCY HAY CROPS  
WHEN THEY MAKE BEST FEED

The best quality hay is made from emergency hay crops when: Not cut too early. Not cut too late. The usual methods of hay-making are followed.

SOYBEANS

are cut when the lower pods are filling and before the stems get woody. Never later than the third week in August.

PEAS & OATS

are cut when the oats are in the milk stage and the peas are going out of blossom.

MILLET

should be cut when well headed out. Don't delay beyond this time.

SUDAN GRASS

is cut when well headed out.

The best hay is made from these crops by partly curing in the windrow and finishing the curing in the cock.

(Name of Local Dealer or Banker)

Telephone (Number)

(Name of Town)

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5


May 11, 1927

Number 19

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CLEAR THINKING  
CLEAN PRINTING  
FOUND TOGETHER

Editor Had Something  
to Say and Said  
It Well

HE prize-winning editorial pages, at the recent mid-winter Press Association meeting, were awarded, according to John E. Allen, of the committee of judges, because they had something important to say and said it well.

"The pages really seemed to be what editorial pages should be -- mediums of expression for the correction of things that need correction, and the up-building of things worth-while.

"A point brought out by the contest was the fact that the pages outstandingly interesting editorially also were attractive typographically. This is not surprising, of course, as alertness is not confined to one or the other. It reflects itself in both.

"The editor alert enough to reason clearly and to write clearly usually is alert enough to realize that the medium of expression is important and to employ an attractive medium."

FARM PAGE BRINGS REVENUE  
TO ST. CROIX COUNTY PAPER

"Enclosed find money order for which please send the New Richmond News. We were interested in the article in a sample copy, about Kelly's Jersey herd. Our two herd sires are out of Kelly's two high cows."

The above letter was received by the New Richmond News, as the result of publishing a feature story on the success of a local herd.

The New Richmond News has a regular farm page and employs a full time farm editor for this department. A glance through the farm page shows that practically all of the stories are of local origin. Considerable space is given to local livestock news, and, while much of this serves as free publicity to St. Croix county breeders, it helps to maintain a healthy circulation among rural readers. Alfalfa and lime stories hold a prominent place in the department. The page is usually illustrated with well-selected cuts to go with the stories.

An examination of the classified ads appearing in the issue of April 6 shows that 34 of the 40 ads were devoted to farm wants and sales. Isn't it probable that some of this advertising is due to farm stories published in the News?

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EDITORS, WATCH YOUR STEP

The publisher who adapts himself to changing conditions has little to fear that the future will see his publication listed among the casualties. He is the publisher who is a publisher first and a printer second. He devotes more of his time to the front office and its editorial and business duties than to the back shop and the details of mechanical work. -- Publishers' Auxiliary.

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READERS GET AUTO NEWS

The Hartford Times and Press recently instituted a new service to its readers by publishing short articles on the care and operation of automobiles. Editor Hathaway believes that every subscriber is either an owner or operator of a motor car, and that this special service will be welcomed by them.

---

ALL IN KAUKAUNA

"Printed in Kaukauna on paper made in Kaukauna by men living in Kaukauna", are the words appearing in heavy type on the date line, and under the head, of the Kaukauna Times.



# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

May 18, 1927

Number 20

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## FARM NEWS DESERVES PLACE IN THE COUNTRY NEWSPAPER

IT IS TIME for the country editor, as well as the country, generally, to realize how truly our farming industry is the basis of our national prosperity and of most of our business in small towns, and for him to do what he can to promote the welfare of those who are engaged in the business of agriculture, that he, in so doing, may be promoting the welfare of all," so writes John H. Casey in the Kiwanis Magazine.

Mr. Casey takes the stand that editors having papers with a large rural circulation should see to it that a fair share of the paper is devoted to farm news. He feels that farmers, as subscribers, as patrons of the paper, and as members of the community tributary to the town, should be given something to read that is of particular interest to them.

### Opportunities Are Common

"Evidence that opportunities exist in strictly rural districts, for country newspapers properly run, may be noted in two middlewest towns each of only 800 population," is reported by Casey. "In spite of the smallness of the towns, these two newspapers, one in Missouri and one in Iowa, are outstanding in every respect, prosperous, well printed, full of interesting local news, well edited.

"One of these papers with a circulation of 3,000 has 90 per cent of its paper going into rural mail boxes each week," says Casey. "It gets \$2 a year from the subscriber in advance and charges 30 cents per column inch for local advertising. With a circulation list 90 per cent rural, how else could a paper maintain or justify itself than by careful attention to local news of the farms and farm families of that community?"

### Farm News Has Farm Flavor

"Yet there are many weeklies with circulations more than 50 per cent strictly rural which make no attempt to gather news of the farms. They print the local gossip of the town in which the paper is published and somehow manage to 'get by'.

"But they are not the most successful type -- the kind I like to speak of as those country weeklies with the agricultural flavor. Between them, there's as much difference as between a Chicago packing house ham and one that has been home cured and hickory-smoked on a Missouri farm."

### Farm News Is Not Gossip

Casey feels that there is a difference between farm news and farm gossip just as there is between town news and town gossip. The need is for farm news, primarily. That is, news which actually tells something. It is more than "personal mention". When we read that "The White family visited with the Brown family last Sunday", or "Baby Smith tipped over the vinegar jug while her mother was out gathering eggs", we read personal items of no consequence. Even though the persons mentioned may live in the country that doesn't mean that the items can be classed as farm news.

Farm news is news pertaining to the farm. It may deal with one farm or many; it may be of local, state, or national importance; it may be of straight news value or it may be of a feature type; but whatever it is, it should have, generally speaking, a local appeal. And its value to the reader will determine the amount of space it should have.

### Got Facts, Then Give News

The editor who writes only "John Jones sold a load of hogs Monday", and lets it go at that, need not kid himself into believing that he is covering the field for his farm readers. In the first place, an item of that kind is nothing more than another "personal"; in the second place, the real news implied in a remark of this kind, and which is worth several column inches if it is worth mentioning at all, has been left out.

The bare fact that Jones sold his hogs is not in itself news; it is an indication that news exists. Further inquiry should be made regarding the breed, age, weight, and condition of the animals. How many days were the hogs on feed? What kind of feed was used and what method was employed in feeding the pigs? What was their average daily gain? Was their gain just average or was it especially worthy of mention? Equipped with the facts of the story, the editor can now go back to his office and produce a farm news story of reasonable length and value that will be read with considerable interest by both farm and town readers. That's the kind of news that draws comment from the readers and makes them sit up and take notice.

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### NEW WEEKLY PAPER TO SERVE THREE SEPARATE COMMUNITIES

The Tri-Town News, published at Hales Corners, Milwaukee county, is the latest addition to Badger weekly press circles. The News will serve the three towns of Hales Corners, Muskego and Big Bond, and their communities.

Maurice R. Jackson is editor and publisher of the new paper. Editor Jackson is a young man who has had experience in newspaper work and printing and the first issue of his paper is a creditable one.

ST CROIX COUNTY PAPER  
BRINGS FOLKS TOGETHER

"Get acquainted with your neighbor -- you may like him," says an editorial in a recent number of the Woodville Times, referring to its newly created "Walkmobile" department, designed to further a healthy community spirit within its local trade zone.

"Our Walkmobile will visit everybody in this whole section," says the Times. "It may be that the conductor will find it desirable to drive back over his road more than once; at any rate, Our Folks will know their neighbors well by keeping track of the Times Walkmobile's journeys."

In its May 11 issue the Times carried 18 short stories of from three to five paragraphs in length, of interesting news about the farms visited by the Conductor on his trip of the previous week.

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FORMER POLK COUNTY EDITOR  
IS BACK ON OLD JOB AGAIN

W. R. Vezina, who took over the editorial duties on the Standard Press at St. Croix Falls, on May 1, has again become a member of the ranks of Polk county editors. He takes the place of G. R. Puckett, who, for the past seven years, has edited the Press.

Mr. Vezina is a former editor of the Press, but quit several years ago and went to Montana, where he edited a paper. For the past few years he has been associated with a hardware company at St. Croix Falls, but the smell of printer's ink led him back to the editorial chair.

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DENMARK PRESS EXPANDS  
TO EIGHT COLUMN PAPER

Beginning with the May 12 issue, the Denmark Press was expanded from a seven column to an eight column paper. The length of the column was increased by two inches.

J. R. Satran, editor and manager of the Press, says that the need for this extra space has been felt for some time, but until now has hesitated to make the change because of the added expense.

The total increase brought about by the change has added 140 column inches of space to be used for reading and advertising matter.

# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

May 25, 1927

Number 21

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Dear Editor:

Here is copy for four advertisements on the summer care of milk and cream. It is a part of a series of twelve advertisements on the subject.

This copy has been worked out by dairy specialists of the agricultural college and is designed to help Wisconsin's dairymen and dairy product manufacturers produce a better quality product, and, in the end, get a better price.

This series is in response to special requests to Build Wisconsin from editors, bankers, and managers of creameries and cheese factories.

Perhaps, at the outset, you could sell the entire series of twelve ads to your local creamery, cheese factory, or bank.

Very truly yours,

*Andrew W. Hopkins*

Andrew W. Hopkins, Editor



Better milk advertising copy #1  
Prepared by the agricultural experiment station,  
of the University of Wisconsin

Set two columns wide

KEEP A HEALTHY HERD

and have a clear conscience. Milk is a good food. It is the best food for many of all ages and should be the chief food for children and old people.

Safe milk comes only from healthy cows. Diseased cows are inefficient.

They increase the cost of production, decrease demand for the product, and endanger the life of the consumer.

Quarantine the sick cow. Keep a healthy herd.

(Name of creamery or bank)

(Telephone)

(Address)

Better milk advertising copy #2  
Prepared by the agricultural experiment station,  
of the University of Wisconsin.

Set two columns wide

DIRT IS ALL RIGHT

in its place. But that is not in  
the milk bottle or in the cream can.  
It is the dairy farmer's chief  
competitor, for it cuts the price  
on his product.

Find it. Get rid of it. Clean  
the stables daily. Sweep, wash,  
whitewash, clear out the rubbish and  
use clean bedding for the cows.

(Name of creamery or bank)

(Telephone)

(Address)

Better milk advertising copy #3  
Prepared by the agricultural experiment station,  
of the University of Wisconsin

Set two columns wide

"FOR THE LAND'S SAKE"

get that manure out of the barn yard.  
If you leave it there to breed flies,  
don't blame Old Spot when she hits  
you in the eye with her tail trying  
to drive them away.

A clean yard helps to make a  
clean stable possible. Cows are  
more comfortable when running in clean  
yards, and when comfortable they do  
their best in the pail.

(Name of creamery or bank)

(Telephone)

(Address)

Better milk advertising copy #4  
Prepared by the agricultural experiment station,  
of the University of Wisconsin.

Set two columns wide

"LET THERE BE LIGHT"

There is no patent on sunlight and the supply is not controlled by any trust.

We can get a lifetime's supply by merely putting in a few windows where they will do the most good.

Four square feet of opening for each cow is little enough and more would be better.

Direct sunlight is a cheap and effective disinfectant. Let it strike the gutters and those hard-to-clean corners.

It is ready and willing to work for you and you are not asked to furnish a car, gasoline, and Sundays off.

(Name of creamery or bank)

(Telephone)

(Address)



# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

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Volume 5

June 1, 1927

Number 22

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## SIGNS OF PROGRESS SHOWN IN COUNTRY WEEKLY FIELD

THAT these are stirring days and changing times in the country newspaper business is the opinion of John H. Casey, assistant professor of journalism at the University of Missouri.

But Mr. Casey does not believe that this situation should be "viewed with alarm". Instead, he points out that fewer and better and more profitable newspapers are the result of this tendency.

### Equipment Widens Field

"With the introduction of linecasting machines, web presses, and other up-to-the-minute equipment, with the coming of good roads, motor cars and consequent wider fields of acquaintanceship in rural communities, country journalism has moved on apace," he contends.

"What constituted a good field for a weekly newspaper ten or fifteen years ago may today be a better field, or it may be one that has merged its interests with those of a neighboring county seat. Small towns that used to boast of three newspapers now get along with two, or even one. Consolidations seem to be the order of the day."

### Service is Profitable

"Journalism week, state newspaper shows and individual exhibits by universities and newspapers have recently brought the small community weekly into prominence," says an article in a recent issue of the Publishers' Auxiliary.

"Its possibilities as a service to its public and as a profitable enterprise for its owner are being recognized," the Auxiliary claims, and forthwith, cites a number of examples to show the recent changes in this field. The securing of a competent staff of correspondents, the development of a healthy page of "want ads", and the giving of real service to its community are counted as among the chief boosters of newspaper prosperity.

While the newspaper business still is, fundamentally, a means of earning a livelihood, editors are constantly assuming a greater sense of responsibility in community leadership.

EDITORS AND SCIENTISTS  
STUDY BADGER RESOURCES

Six Wisconsin editors recently met with as many scientists, also of the Badger state, looking for ways of developing the state's resources and, therefore, the communities in which these resources exist.

Editors attending the meeting were John Kuypers, of the De Pere Journal Democrat; Merlin Hull, of the Banner-Journal, Black River Falls; L. H. Zimmermann, Burlington Standard Democrat; W. H. Bridgman, Stanley Republican; F. E. Andres, Bloomer Advocate; and W. H. Goldthorpe, of the Cuba City News Herald.

After two hours of earnest conference, they tentatively decided to meet with other Wisconsin editors in Madison on July 18, to confer on plans for the future. President Glenn Frank placed at their disposal the services of the University.

A beginning will likely be made with the mineral and soil resources of the state, which are the foundation of much of our industry, and the real prosperity of the respective communities.

---

RETIRED FARMERS WELCOME  
IN THIS WISCONSIN TOWN

"Business men of some small towns say they are afraid to have people from the country move into their villages, believing that most retired farmers are constitutionally opposed to progress or improvement in any way, if such progress costs anything," says Charles Lowater, editor and publisher of the Spring Valley Sun.

"Spring Valley has been lucky -- or it may be that there is nothing in the above idea; at least, most of the farmers who have located here in Spring Valley to spend the afternoon of their lives are active, wide awake and liberal. The old picture of the retired country gentleman as a person who uses his home merely as a stopping place, sending to Chicago what little money he is compelled to spend for a bare living, and always voting against schools and all municipal improvements, has been proved, in the main, to be entirely wrong.

"In fact, the farm business man who gains a competence and moves to town is generally well informed, shrewd and broadminded, a welcome addition to any village's population; his children are generally well educated and doing well; his wife is a good worker in the Aid and the lodge. She will probably like town life better than her husband, because (unless he enjoys playing euchre) there is little to pass away his time in the small village."

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If agriculture is economically handicapped, industry, commerce, finance, and transportation cannot attain their full measure of prosperity.

-- M. W. Alexander

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# Build Wisconsin

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College of Agriculture in the interest of the Country Newspaper

"The Little Partner of The Badger Weekly"

Volume 5

June 8, 1927

Number 23

## EDITORS CAN HELP FARMERS SAYS NOTED KANSAS AUTHOR

**E**DITORS of this country can help the farmers most by printing the news -- that's what editors are mostly for, anyway", says William Allen White, noted Kansas author and editor of the Emporia Gazette.

Editor White believes that the newspapers have been neglecting their farmer readers in the past. The one trouble, as he sees it, is that most newspapers run too much to an attempted editorial solution of farm problems and too little to farm news. He thinks that, given reliable farm news and trustworthy information, farmers will work out their own salvation. He has little time for the theorists, the demagogues, or the politicians.

Editors who are alive to their job and who have sensed the responsibility that they owe to their rural subscribers can be of inestimable value in helping to solve the present farm problem.

### Newspapers Neglect Duty

"Too many newspapers are neglecting the farmer", Mr. White charges. "Every paper in a city of 100,000 or less is a country paper. Yet they allow themselves to become foolishly 'citified'. They permit this despite the fact that more than one-fourth of their circulation is among farmers. They run no farm news at all, and print from five to six columns of society paragraphs.

"You will find from two to three pages devoted to sports, although the sport reading public is not as large as the farmer public, except in baseball season, and then this sport takes the front page. When we know more about the farmer, we can do something for him. Every daily paper in a city of 100,000 and under will do well to put on a good farm reporter and a good farm page."

### Farm Department is Best

The Gazette has a farm department and employs a full time farm editor who makes direct contact with the farmers living within its circulation zone. From a business standpoint, this scheme has proved a circulation builder. And in addition to that, the Gazette has a host of satisfied rural readers.

"This farm page shows up interesting events every day", he says. "I know that it is a splendid circulation builder. This page is edited by a young graduate from the state agricultural college, who was himself a farm boy. Several times during each week editorials on county conditions are carried in addition to farm news.



"Through this page each farmer in our county is able to see what the other is doing. When a brood of chickens is hatched, we tell about it. We tell about the seasonal plowing, and the yield of wheat. No bug can light in our county without getting its name in the paper. We consider, in fact, that the news of Mr. and Mrs. Bug visiting a nearby farm, is far more important than the item about Mr. and Mrs. Brown in the city.

#### Farm Editor Travels Daily

"The editor of the farm page is equipped with a coupe motor-car and rambles over the country each day, gathering interesting news for his page," Mr. White explains.

"And we have found it wise to make a fine editorial distinction. We keep the page devoted exclusively to farm news and affairs. We put the social happenings of the farm under the society columns, the farm deaths on the regular obituary page, and farm accidents on the regular news pages. We don't want the farmers to feel that they are living in a segregated district.

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

Mr. White is of the opinion that editors of the nation might contribute in a small, but possibly influential manner, to the solution of the farm problem by furnishing farmers with "an intelligent view of themselves and their neighbors, such as can be reflected in a carefully conducted farm page of a newspaper."

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#### HARMONY IS INDICATION OF MUTUAL PROSPERITY

"When you find a prosperous business center situated in a farming community it plainly shows that the business people and the farm people are in harmony", says the Almond Press. "The spirit of helping one another is evident on every side. The business man points with pride to his surrounding territory and the farmer is proud to call the trading center his home town.

"This harmonious spirit is evident in our community and Almond is fortunate in having such a splendid lot of farmers and village residents working together. By continuing this team work and boosting each other at every possible opportunity, the village and surrounding community is bound to be benefitted in more ways than one."



# Build Wisconsin

Issued by the Department of Agricultural Journalism of the  
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"The Little Partner of The Badger Weekly"

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June 15, 1927

Number 24

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## IMPROVEMENTS BEGIN AT HOME WISCONSIN JOURNALISTS SAY

AS A MATTER of self preservation we in the small towns and rural districts should insist that the county and township roads be put in shape for all-year-around travel before larger projects are undertaken", says C. J. Augustin, editor and publisher of the Glenwood City Tribune in an editorial entitled "Begin at Home".

"Hard-surfaced national highways are a fine thing, and the progressive citizen finds it against every natural inclination to oppose the appropriation of vast sums of money for their construction", this St. Croix editor continues.

"But we believe that the people are making a great mistake in permitting the use of the lion's share of public highway money for the concreting of a few interstate roads to the neglect of the hundreds of state, county, and township roads which are used by and essential to far more people than the national roads.

### Still in the Mire

"Take the situation this spring, for instance", cites this observing editor. "Every dirt road in this part of the state has been in an abominable condition -- worse, in some cases, than the roads were back in the old lumbering days when farming was in its infancy.

"It is nothing short of a reproach to our good sense as a people that after forty years' of road work and the expenditure of a vast total to make good roads, we are still wallowing in the mud and unable to run motor vehicles with safety and satisfaction on any of the roads hereabouts during the winter and early spring months.

"Business suffers seriously, and people living at any considerable distance from town are subjected to real hardships in consequence of this state of affairs.

### Look to Home Needs

"Why would it not be wiser to use a large share of the millions which Wisconsin is expending annually on highways to make our home roads fit to use during all seasons of the year?" Editor Augustin asks.

"They are the roads which most vitally concern us. They are the roads which the farmer must use to get to town, to do his trading, to go to church, and to haul his products to market. And they are the roads which must be open to safe and attractive travel at all times of the year if the country-town business man would prosper and the country town hold its own.

"Paved interstate highways are a fine thing, and we will all be glad to see the day when they are a reality; but the long distance, pleasure-seeking tourist is now getting a whole lot more use out of them than the country business man or farmer."

#### Side Roads Neglected

Labeling some of our neglected roads as orphans, A. W. Hopkins, writing for the Wisconsin State Journal about the same time that Editor Augustin's editorial appeared, said that Orphan Annie had nothing on these unowned, sadly neglected and much rutted strips of alternate mud and baked clay or muck.

"The great arteries of travel are the favorites of the highway family and as such naturally receive special attention from the state," says Hopkins.

"Similarly, the county 'speedways' come in for a share of fond attention from the county organizations and except for those which get into another somewhat select class, the remainder of our roads are too often stretches of ruts, varying from three to four rods in width," he observes.

#### Rutted Strips Impede

"The result is that the farmer, living a mile back on one of these rutted strips, is, often in point of comfort and convenience, further removed from his trading and social center than when in the days before motoring set in. The distance which he now has to travel from his gateway to the surfaced road is a greater handicap than were the unsurfaced stretches from his farm to the neighboring town.

"He is well aware of the fact that indirectly if not directly and in one way or another he is doing his full share to provide 'good going' for the motorist and for his more fortunate neighbors. Naturally enough he may hold a feeling of some resentment on being 'equally taxed but unequally served'."

#### Living in Motor Age

"The farmer, living on a side road, is not so far back in the 'hinterlands' not to realize that we are living in an age of motor transportation. He may even be equipped for rapid transit when he gets through the mud or over the rough ruts from his farm to the motor pathway.

"In any event he knows that the milk truck or the stranded five or seven passenger may pass by immediately after a rain and make his going almost intolerable until the wear of wheels again eases some of the rough spots. No matter how vivid his memory he can not recall anything

like it in the days of horse drawn vehicles.

#### Change the Emphasis

"But to make matters worse, not only are we doing greater damage to our dirt roads by driving over and through them on high powered vehicles, but in our haste to serve through traffic we have too often quite forgotten the needs of the side roads people.

"Perhaps it would be a good thing to change the emphasis, for a time, to 'a passable road to every farm and better highways as fast as we can afford them'".

---

#### OZAUKEE COUNTY PUBLISHER STARTS FARM STORY CONTEST

At ten o'clock on Saturday morning, August 27, in front of the grand stand at the Ozaukee county fair grounds, some farmer, farmer's wife, or farm boy or girl, will be awarded a \$25.00 cash prize by the Port Washington Star for having written the best farm story in Ozaukee county.

Two other cash prizes of \$15.00 and \$10.00 each will be given for farm stories placing second and third respectively in the contest conducted by the Star.

The contest is open to farm people who are readers of the Star. Only worth while stories are wanted, says Editor A. D. Bolens; stories that recount some worthy undertaking, some achievement, or even stories of failures.

Stories about the home and mother's work have the same chance of winning the prize as have the stories of straight farm work.

In order to encourage as many entrants as possible and at the same time keep the task within the limits of easy possibility, the length of the stories is limited to 180 words. Editor Bolens promises to run at least one column a week as soon as the stories begin coming to the Star office.

Another scheme of encouragement is the promise to pay one dollar to the writer of each story published in the Star.



# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

---

Volume 5

June 22, 1927

Number 25

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## LOWER CASE MORE READABLE SAYS NEWSPAPER AUTHORITY

**A** GOOD looking front page is a credit to the editor and an asset to his business. It bespeaks an earnest effort to do one's best to please his customers, and indicates a pride in one's work.

The choice of headlines is an important feature in front page make-up. Harmony between headdress and body matter can be secured with a little judicious thought and careful planning of the headline schedule. The kind and size of type, number of decks, and spread of headline all go to make up an attractive page, such as the editor prides and the reader wants.

### Allen Writes Comment

With the purpose of having an authority on type matters suggests a possible improvement on the type used in the heads of one of Wisconsin's weekly papers, a specimen was sent to John E. Allen, editor of the Linotype News and one of the speakers at the Wisconsin Press association meeting at Madison last February.

Those who attended the press association will remember that Mr. Allen gave a demonstrated talk on front page make-up and showed how to use effectively various forms of headings.

Here is his comment on the matter of type-use as employed by the specimen sent to him for criticism:

### Suggests Head Change

"The copy of the Wisconsin weekly is not bad looking, it seems to us, but the contrast between the headdress and the body matter used does give the pages a "spotty" appearance.

"The double-column headings on the front page could stand considerable leading. There seems to be too much copy in the second decks -- too many words. Type of a larger point size, and fewer words, would help those second decks."

As a matter of explanation, it might be noted here that the second decks referred to were two-column spreads of the hanging indention form, and contained more than thirty words. With fewer words set in larger type, Mr. Allen feels the second decks would be notably improved.



### Italic Type Favored

"At present the main headings are in all-capitals. They would be more readable and attractive in caps and lower case. The two-line italic lower case heads used here and there on the front page are more readable and attractive than any of the other heads used.

"To us it seems that the use of these italic heads, in place of the two-line and three-line stagger heads in all-caps, used below the center fold of the front page, would improve the page considerably. They would blend better with the body matter now used."

Mr. Allen's preference for the use of caps and lower case heads instead of the all-cap head is in line with the general trend of better headline composition. It is encouraging to note that Badger editors are paying more attention to this matter than ever before.

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#### ST. CROIX COUNTY WEEKLY FEATURES LOCAL INDUSTRY

Using a two by three inch cut to illustrate a column and a half feature article, the Woodville Times tells its readers of the history and success of the local farmer's cooperative creamery.

The two column head,

"Eau Galle Farmer's Creamery  
Is Community Cash Market"

is set in italic caps and lowers.

Commenting upon the value of the factory to the community, and the fact that an adequate cream market was established for Woodville farmers, the Times went on to point out that the farmers were getting the highest returns for their product.

"But, most of all, it was the cooperative movement of farmer manufacture through which 'the man who milks the dairy cow' eventually received every cent of profit accruing from the operations of the enterprise," says the Times.

Figures are quoted showing the number of pounds of cream hauled, per cent overrun, pounds of butter made and its score, and the annual value of the product manufactured.

A brief history of the 21 years' of successful creamery operation, with the names of the first officers and directors of the institution, was given.

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June 29, 1927

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Dear Editor:

Here is the second lot of the series of advertisements on better milk production. These are suitable for use in July.

This copy has been worked out by our dairy men and is designed to help local creamerymen lay the foundation for a better quality of milk products from Wisconsin.

The next lot of this series will be sent in ample time for the August issues of your paper.

Very truly yours,

*Andrew W. Hopkins*

Andrew W. Hopkins, Editor

AWH:D

P. S. - Won't you let us have your suggestions for the improvement of this service?

Better Milk Advertising Copy #1  
Prepared by the Agricultural Experiment Station  
of the University of Wisconsin

Set Two Columns Wide

DON'T WATER THE MILK

but be sure to water the cow.

The cow puts three to three and one-half quarts of water in every gallon of milk, and that's enough.

Lack of water limits milk production. Pure water is cheaper because it is safer.

By the way, have you cleaned out the tank and water buckets lately? Cows need lots of water and pay a good price for it.

(Name of Creamery or Bank)

(Telephone)

(Address)

Better Milk Advertising Copy #2  
Prepared by the Agricultural Experiment Station  
of the University of Wisconsin

Set Two Columns Wide

A DAIRYMAN'S AIR CASTLE

means a well-ventilated stable for  
his cows.

Don't crowd. Allow at least  
500 cubic feet barn space and 30  
square inches of intake area per  
cow.

Draw off the stale air but  
avoid drafts.

(Name of Creamery or Bank)

(Telephone)

(Address)



Better Milk Advertising Copy #3  
Prepared by the Agricultural Experiment Station  
of the University of Wisconsin

Set Two Columns Wide

SAVE MONEY ON FEEDS

by feeding carefully to good cows.  
Feed according to production and avoid  
sudden changes.

Feed enough protein but not too  
much, and be sure to include a variety  
of feeds. Succulent feeds help make  
milk.

Buy a feed and make one profit --  
grow it and make two.

Don't guess unless you have to,  
and then guess mighty close.

Write to your agricultural college  
at Madison for the free circular on  
"Feeding Dairy Cows".

(Name of Creamery or Bank)

(Telephone)

(Address)

Better Milk Advertising Copy #4  
Prepared by the Agricultural Experiment Station  
of the University of Wisconsin

Set Two Columns Wide

FOR GOODNESS SAKE

have a milk house. Nothing will help more in the production of a quality milk than a clean milk house.

It saves labor, flavor, losses, customers and money.

It should be away from the stables and hog pens, have a water-tight floor, a good drain, and a good holding tank with a handy supply of water.

(Name of Creamery or Bank)

(Telephone)

(Address)

For the log of  
the Press Tour

The geological significance of the route traversed this year will be of service to the editors when they get back home and prepare their account of the trip.

EDITORIAL EXPLORATION  
ENTERS DRIFTLESS AREA

Scenery that Rivals the Rhine  
Seen in Historic Counties  
along Scribes' Route

By E. F. Bean, State Geologist



OUR hundred miles through the historic western and southwestern counties of the state lie ahead of the Wisconsin newspaper editors who, on July 14, will start their seventh annual exploration of their home state at Black River Falls.

Practically the entire five day tour will lead through an interesting section known as the "driftless area", well known for its choice scenic beauty, its rich historical lore, its potential industry and its far famed agriculture.

This portion of Wisconsin is part of the area which was not covered by ice during the glacial period. Its land forms, composed of sandstone and limestone, stand out prominently, having been shaped to a large extent by running water and wind.

When the editorial troupe reaches the depot site at Black River Falls they will be exactly 805 feet above sea level.

Though Black River Falls is in the driftless area, the Black River is located in a valley filled with sand and gravel which was carried down the valley by waters from the melting ice sheet. As the Black River is located almost entirely in the region of older drift, it has few lakes and is, therefore, subjected to floods. When a flood occurred in 1911, the river left its channel and scoured a new course in the loose sands and

gravels through the business section of Black River Falls. The damage amounted to about \$2,000,000.

Just north of the city is Tilden Mound. From this mound iron ore was hauled in the eighties to a smelter north of the city.

The isolated flat-topped sandstone hills on the plain to the east are remnants of a formation which formerly covered the whole area and appears in more continuous layers to the west.

#### VALLEYS DISCLOSE ANCIENT HISTORY

Some of Wisconsin's "ancient" history may be read from the various features in the Black River valley. In the first place the valley is much too large for the present stream. When the Wisconsin ice sheet was advancing over the state, the Black river was a large and vigorous stream. It wore down its channel and widened its valley by wearing back the projecting rock spurs. The old river flats, including the one on which S.T.H. 54 is located, are remnants of the filling of sand and gravel which at one time filled the whole valley.

When the Wisconsin ice sheet stood at its terminal, the river was laden with so much sand and gravel that it built up its course and filled the valley to the level of the highest river flat. The large flat, with curved outline known as Decorah prairie and located about 8 miles west of North Bend (700 feet above sea level) was made by the large glacial stream and was later filled with gravels which have not been removed.

The wide inner valley through which the present Black river winds must have been cut by a large stream of clear water. The Black river was just such a stream when it drained Glacial Lake Wisconsin. Many of the little ponds adjacent to the river are remnants of abandoned river channels. About four miles west of North Bend, the main stream receives a tributary which has been flowing parallel to it for two miles. Under ordinary conditions this junction would have occurred far up stream.

Just west of Decorah prairie the road crosses a ridge and descends into the valley of Beaver creek. The rock spurs project far into this valley and indicate that this stream received no glacial drainage. The flat floor, however, suggests that this stream built up its channel during the glacial period to keep pace with filling which was taking place in the main stream, the Mississippi.

#### HISTORY SIMILAR TO FATHER OF WATERS<sup>1</sup>

The spur about a mile and a half west of Galesville (712 feet) and the flat valley floor indicate that the history of the Mississippi is similar to that of the Black.

The Trempealeau Valley at Marshland (665 feet) shows rock spurs which were cut off when the river was flowing at a higher level.



The delta of the Trempealeau has pushed the Mississippi against its southern bank and has caused the many sloughs to form upstream. The approach to Winona is across these sloughs.

#### ANOTHER STORY TOLD ON A MOUNTAIN

Just how has the great river flat of sands and gravels between Trempealeau Bluffs and Centerville (738 feet) been preserved? This story can be best told from the summit of the highest bluff which is 1160 feet above sea level and 460 feet above the river. To the north is a broad flat-bottomed valley. To the south is a large river in a narrow valley and two tributaries, Cedar Creek and Trout Creek. In pre-glacial times the Mississippi flowed in the broad valley at the north. One of its tributaries, Cedar creek, passed through a gorge between Trempealeau mountain and Trempealeau bluff just before it joined the main stream. The headwaters of Trout creek were in the valley between the Trempealeau and Minnesota bluffs and the main stream received a large tributary from the southwest. During the glacial period the Mississippi received more sediment from the melting ice than it could carry and therefore built up its channel. During a flood period the river began to flow in the Cedar-Trout creek valley and abandoned its course north of the bluffs. The river has never returned to its old channel and the broad river flat has therefore been preserved.

The park is named after Nicolas Perrot whom the autumn of 1685 found "on the upper Mississippi. Overtaken by cold weather before he could mount to the Sioux country, he built a wintering post 'at the foot of a mountain, behind which was a great prairie abounding in wild beasts.' Although it was chosen for utility, the French trader must have recognized the beauty of the site, beside the mountain that steeps itself in the water - Mount Trempealeau, facing the cliffs behind which each night the sun drops in golden glory."<sup>1</sup>

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#### RIVALS THE RHINE FOR BEAUTY

The route on U. S. 53 and S. T. H. 35 parallels the Mississippi. Many authorities state that the Mississippi rivals the Rhine in beauty. On either side the valley wall is not one precipice, but a succession of steep slopes and precipices and in many places is surmounted by a rocky crag which resembles the ruins of a medieval castle.

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At Onalaska (670 feet) the road is located on an old river flat. The Mississippi valley narrows down stream. At Stoddard (643 feet) the flood plain is very wide and contains numerous sloughs and many long, narrow lakes, in abandoned river channels. Just beyond Lynxville (635 feet) the route leaves the Mississippi river gorge and climbs to the narrow ridge which separates Kickapoo river drainage from that tributary to the Mississippi.

At Prairie du Chien (641 feet) the valley is narrow. At this point the river passes over a resistant formation, the valley is therefore narrow; but upstream the river is cutting in a weak sandstone formation and the valley is therefore wide. Prairie du Chien is located on one of the old river flats of the Mississippi.

#### LIMESTONE BLUFFS DOT VALLEY

The Wisconsin valley also becomes wider upstream. In some places the road runs along the river bank at the very base of high bluffs capped by limestone. In other places the road swings several miles away from the bluffs and traverses the level river plain. This is a very ancient valley, a trench two to five miles in width and 400 to 500 feet below the level of the upland on either side.

At Westport the route leaves the Wisconsin; passes up the valley of Richland creek, over a divide into Eagle creek drainage, and over another divide into Pine creek drainage. This winding route through the hills and valleys gives a succession of lovely views, each with its own peculiar charm.

The scenery from Richland Center (736 feet) to Muscoda is similar to that between Westport and Richland Center.

#### FEW RAILROAD BRIDGES NEEDED

From an elevation of 700 feet at Muscoda there is a steady climb to the 1200 foot elevation in the vicinity of Cobb. The Chicago and North Western railroad, the longest stretch of railway in the state without a bridge over a stream, follows this ridge which is known as Military Ridge. From this point there is a very gentle descent toward the south.

The tailings piles at Highland (1,185 feet) show that the route has entered the mining region of southwestern Wisconsin. The principal ore now mined is zinc. At an earlier date lead ore was the most important. The ore is found in the Galena limestone formation which is the surface rock over the upland area. Most of the mines are less than 200 feet in depth.

#### ONCE THE CENTER OF ACTIVITY

About 15 miles south of Montfort (1,119 feet) the Platte Mounds (elevation of highest - 1420 feet) may be seen to the east. These are remnants of formation which have long since been eroded from this region. It was amid these mounds in the then most populous part of the state that the first capitol of Wisconsin was located.

For a distance of about 15 or 20 miles east of its junction with S. T. H. 80, S. T. H. 20 lies within the old mining region. It is interesting to note that at one time Gratiots Grove was the most important place between Chicago and Galena and is said to have had a population of 1500. In 1920 Gratiot(797 feet) had a population of 368.

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Just west of Monroe (1,042 feet) the route enters the area of the old drift. As this is a clay drift and very old, there is no great contrast between this area and the driftless area to the west.

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TO KNOW WISCONSIN BETTER

The Country Editor on the Seventh  
Annual Summer Tour of his State

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Supplement to Build Wisconsin

Volume 5

July 7

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July 21, 1927

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## INSTITUTE ON STATE AFFAIRS APPROVED BY BADGER EDITORS

HAT gives promise of being an outstanding forward step in the further development of the state was given impetus by editors of daily and weekly journals meeting at the University of Wisconsin to consider the proposal of the establishment of an Institute on the Affairs of the Commonwealth.

As a result of this initial conference plans were shaped for an annual meeting in which the varied leaderships of the state would convene to "inventory" facts upon which to plan the future of the state. This is the answer made by the editors of the daily, weekly and farm press to the challenge to "know Wisconsin better" issued by Glenn Frank, president of the University of Wisconsin.

The Madison conference marked the culmination of the seventh annual trip of the Wisconsin Press Association, at which time, representatives of both the daily newspapers and farm magazines joined with the country editors to discuss the founding of a Wisconsin Institute on Resources and Public Affairs.

According to the plans submitted by President Frank and approved by the state editors, the Institute would be attended by leaders of thought and action in the various businesses and professions in the state.

What the scientist is doing to help meet farm problems was the first feature discussed at the conference. At an informal meeting, the editors and their friends listened to a story, marked with romance, of the achievements and objectives of chemistry and bacteriology.

Louis Kahlenberg, genial chemist, pictured the development of applied chemistry and emphasized its possible applications to farm surpluses. E. B. Fred, bacteriologist, pointed out some further uses of corn and other farm products.

Marked with sparkling wit and humor, Chemist Kahlenberg said substantially what is given on the following pages. In the next issue, Fred's address will be presented.

## MOVING THE FACTORY NEARER TO THE FARM

By Louis Kahlenberg, Chemist,  
University of Wisconsin,  
before Press and Resource Conference at  
First Institute on the Affairs of the  
Commonwealth, at Madison, July 18, 1927



FARMING is one of the oldest occupations and yet it is less than a hundred years since the raising of crops has been put on a scientific basis. In the first half of the nineteenth century the French chemist Boussingault and the German chemist Liebig, practically simultaneously and yet quite independently of each other, laid the scientific foundations of agriculture. They recognized that growing crops get the material out of which their bodies are composed in part from the atmosphere and in part from the soil.

Only the carbon content of the plant is taken directly from the air. It comes from the carbon dioxide which the air contains to the extent of only 0.03 per cent. From this small percentage of carbon dioxide the plants of the world annually manufacture enormous quantities of starches, sugars, fats, oils, gums, resins, and woody fibre known as cellulose and lignin. In the production of these substances enormous quantities of carbon are taken from the air and condensed, as it were, to the solid and liquid products mentioned; and yet the carbon dioxide content of the air is not appreciably diminished thereby, for the atmosphere is so very vast that the abstraction of even these large amounts of carbon from it scarcely makes any impression upon its composition.

### Plant Resources in Soil

However, to produce these products the plants need water, nitrogen and certain mineral ingredients besides the carbon dioxide derived from the air. All these other substances the plant gets from the soil. Therefore, a study of the composition of the soil and the composition of the plant are necessary; furthermore, the composition of the soil must clearly be such that it contains what the plant needs to build up its body.

Moreover, these constituents of the soil must be present in available form, that is to say in such a form that the plants can get them. This means in soluble forms, for nothing can enter the rootlet of a plant except as it is dissolved in the soil water. From this it is at once evident that there must be a sufficient supply of water in the soil, for this water is needed not only as such in the production of the plant, but it also acts as the solvent, the vehicle, by means of which the necessary

nitrogenous and mineral constituents pass from the soil into the roots and to the remotest parts of the plants.

Certain bacteria in the soil, particularly those on the root-lets of legumes are able to take nitrogen directly from the air and assimilate it. It is from this source and from the simpler products, ammonia, nitrites and nitrates formed in the air during thunderstorms and washed down into the soil, that the plants get their nitrogen supply.

Again, the soil must not only be kept moist but also loose so that there can be movement of the ingredients to the roots, as they have need. This means that there must be cultivation of the soil and, of course, replenishment of those constituents which the crops remove from it. The leaves through which the plant takes in its carbon supply from the carbon dioxide of the air are large flat surfaces hung on slender stems so that the wind moves them continually. Thus fresh layers of air are constantly brought in contact with the leaf in which, as it bathes in the sunlight, starch and other products are manufactured from carbon dioxide and water.

#### Find New Facts in Farming

All of these things are now well known but they were first recognized by the chemists, Boussingault and Liebig, particularly by the latter, who wrote the first scientific book of agricultural chemistry. This book was revolutionary in character as all treatises making fundamental changes necessarily are.

Before Liebig's time, agriculture was fairly successful yet entirely empirical. The Indian squaw who put a fish under each corn hill knew that that resulted in a good crop of corn. Now we know that as that fish decays there are formed excellent, available (i.e. soluble) compounds of nitrogen, phosphorus and potassium which are prime necessities for the production of a crop. Similarly, it was long recognized that manure and other animal and plant refuse when returned to the soil will result in luxuriant plant growth; but now we know the reasons why this occurs.

A plant is, in fact, a manufacturing establishment - a factory, par excellence, in which from the air, the soil and the water, there are made starches, sugars, oils, fats, waxes, cellulose, gums, essences and many other wonderful products such as perfumes, morphine, strychnine, cocaine, nicotine, and vitamins of various kinds. It is the business of the farmer to keep this manufacturing establishment in order by starting it right; by seeing to it that it has the necessary raw materials to proceed with its work; by protecting and insuring it against attack by outsiders that would destroy it, such as insect pests, funguses and the like; and by guarding it so that it can finally attain its ultimate aim, namely, formation of the seed, the means of reproducing itself. By starting itself from the seed, by essentially directing within itself the processes that yield its various products and by finally reproducing itself, this fine factory, the plant, differs from man-made manufacturing establishments and surpasses them.

The farmer keep a small portion of the plant for seed and the rest he uses to feed animals, including human beings, and to provide for them proper protection, shelter and warmth. All parts of plants and animals that have served their other useful purposes should obviously be returned to the soil to replenish the latter with the materials from which the plants



can produce the next crop. With the exception of hogs, poultry, dogs, cats, and human beings, all of the animals of the farm eat only vegetable food. Sheep, cattle, poultry and hogs are raised for food and certain articles of clothing and shelter for human beings.

To rear these animals properly and to care for their health and well-being involves the application of precisely the same scientific principles that are constantly being used by the medical practitioner in caring for human beings; for the fundamental processes involved in the lives of all plants and animals, including man, are precisely the same. Thus the modern, really intelligent, farmer needs quite as good a scientific training as the doctor of medicine. Hogs and human beings consume both plant and animal food, and without both of these kinds of food they do not thrive well. For this reason the hog eats worms, milk and meat as well as corn and other grains.

#### Cow Uses Crude Products

Hay and straw can not be utilized by the digestive tract of the hog or man. But a cow can eat hay and straw and manufacture there from the various parts of its body, including its offspring, and milk to support the latter till it can take care of itself. So a cow is really a very high-grade manufacturing establishment - for it uses very cheap crude material from which it produces its body and milk which we use for food. No wonder the cow needs such a large bulky body to get away with the huge amounts it must eat and digest of this low-grade food-stuff. Moreover, this fodder needs to be chewed over twice and then finally be put through an industrial chemical plant, the digestive apparatus of the cow, which is second to none.

The healthier the cow, the better the milk and the products derived therefrom. Therefore conditions for the cleanly, happy life of the cow, which should be of proper breed, are the beginning of all successful dairying and dairy manufacturing. The dairy farmer's time and attention are well taken up with looking after his herd. Time was when each farmer made butter and cheese for the market. This practice has happily been replaced by cooperative dairying, the milk produced under proper conditions being hauled to creameries and cheese factories, there to be transformed into butter and cheese.

This was a tremendous step in advance. It was really made possible by the Babcock milk test, as a consequence of which the farmer can be paid according to the fat content, i.e. the quality of the milk, and not simply according to the weight of the latter. Skimmilk and whey, the by-products of the creamery and cheese factory, respectively, are still often not used to the best advantage. They are good food for hogs and poultry. Casein, obtained from skimmilk, is manufactured into billiard balls, buttons, glue used in airplane construction, etc. But all of these use only a small fraction of the total casein available. By evaporating skimmilk and whey, a powder is obtained which may be used to advantage in the baking industry. This is an excellent way of using the material. Such evaporation must, of course, be done at points where it does not involve transporting the skimmilk or whey long distances for the liquids are heavy and the cost of carrying them would become prohibitive.

Whenever any product becomes a good food for human beings or becomes a means of keeping human beings strong, healthy and happy in the highest sense, that product is extremely valuable. This is self-evident, for the object of all human endeavor is human life, health and happiness. Therefore, a good food product should not ordinarily be changed into something else; certainly not unless that product is so abundant that it is not all required for food, or unless it is necessary to use it up to produce some other necessary article that can not be obtained from lower grade substances.

#### Gives Goals of Chemist

It is the business of the chemist to study the composition of existing substances, to point out the best uses to which they can be put, and to make new and more desirable substances from them.

The chemist therefore touches human endeavor at many points, for wherever there is anything that we can see, feel, hear, taste, or smell, we have a subject for chemical study. It is consequently not surprising that chemistry should have busied itself with the products of the farm, the forest, the fisheries, the mines, the oil wells, the quarries, etc.

Years ago we used from all of these sources certain products, and discarded and wasted others because we did not know how to use them or convert them into something useful. This is still true in practically all lines of manufacture, and to a certain degree it will, from the very nature of things, probably always be true; for as we progress new things are discovered or invented which call for the use of the hitherto practically valueless articles, or require the production of new substances from material usually discarded making the latter valuable. Fifty years ago practically the only valuable ingredient of mineral oil was kerosene, which was then universally used for lighting purposes. Now it is the least valuable part, because of the invention of the gasoline engine, and the disappearance of kerosene lamps.

The farmer at one time produced all he ate, manufactured his own clothing including leather and shoes, built his own houses and provided them with fuel from his own land. This has all changed for division of labor is here. The farmer did not like the change at first, indeed he rebelled strongly. Many of us can well remember that the farmer came out with his shotgun to ward off the automobiles that attempted to pass on the road next to his house. Now he wants the best of autos and good concrete roads upon which to operate them. The automobile, the telephone, the radio, the electric current for his light and power taken from a line that passes his home or is generated by gas or wind power on the premises, have changed farming fundamentally and have also made the farmer a different person. It is easier to change processes than persons, for the inertia to be overcome is far greater in the latter case. Nevertheless, the farmer has begun to change and is changing rather more rapidly than one would have expected. Instead of leading a rather solitary life, he is launching out, becoming a fairly good mixer, and looking forward toward cooperative enterprises with his neighbors. The church and the rural school, though still very important, are by no longer the only means of bringing the farmer in contact with his fellow beings.

The farmer now draws heavily on the factory for its products. His farm machinery and implements, his tractors, building materials, his clothing and even to a considerable extent his food stuffs come to him from the factory. He could grind his own flour as he once did, but this would be quite unprofitable and the product would not be as good. He could card his own wool, spin it, and weave his own cloth, knit his own socks, but this, too, would be too costly and yield him inferior products. Even small flouring mills have been found to be unprofitable. Such work can best be done in large plants so that even the cost of transportation of the grain and the flour does not stand in the way. Simpler processes like the salting of pork, the smoking of hams and bacon and the rendering of lard for home use are still occasionally practiced on the farm. But such products are not made for sale, for the larger packing plants now do this cheaper and offer the public more uniform products of higher grade.

#### Seeks Wider Use of Products

From the standpoint of the farmer the utilization of products that are now wasted is important. Here the chemist can help him. When the farmer feeds crude products to his animals he really manufactures higher grade products; the animals are then delivered to the packers and other manufacturers who with the aid of chemistry and mechanical appliances make a large variety of products from them.

The canning of meats and vegetables and the preservation of food-stuffs by modern refrigeration has resulted in great good. Much valuable food is thus being saved and the price of farm products has thereby been enhanced. In this work the farmer has shared quite directly. But here again it has not been found to be profitable for a farmer to enter the canning business individually. Cooperative canning companies have been formed and this is to be greatly encouraged. The factory converting the farm products into their final form for consumption, should be as close to the farm as possible. Concrete roads allowing of cheap and rapid transportation now greatly facilitate the success of such cooperative enterprises.

The animal and plant refuse on the farm has been and still is an enormous source of waste. Now that portland cement is cheap and sand, gravel and crushed stone are generally readily obtainable, every farmer ought to have a modern concrete manure pit in which all of the liquids of the manure are conserved. These liquid products are by far the most valuable portion of the manure and they should by all means be returned to the soil.

But if the farmer is thus wasteful, how much greater is the waste of our populous centers, our great cities, where all of the sewage is thrown away and even run into water courses from which drinking water is pumped and then dosed with chlorine or bleaching-powder and finally served to the populace to drink under the supervision of a so-called modern health department. The intelligence and efficiency of a farmer is indicated by what he does with his manure more than by any other one thing. The loss to the State of Wisconsin alone through neglect of the manure amounts to millions of dollars annually.



### Live Stock Maintains Fertility

Commercial fertilizers, like ammonium sulphate, ammonium nitrate and superphosphate are now being used to a considerable extent, particularly where animal husbandry is not much practiced. In Wisconsin, however, the raising of animals is in vogue, and so there is less need of using artificial fertilizers.

Scores of products are now being made from corn among them being normal butyl alcohol and acetone which are used as solvents in nitrocellulose lacquers and varnishes for automobiles, furniture, etc.

Cellulose, which constitutes the major part of woody fibers is used for the production of paper, wood-pulp being chiefly employed. Cornstalks and sugar cane refuse, the so-called begasse, could also be used. The latter is now being worked up on a larger scale into an excellent wall-board called cellotex. By treating cellulose with a mixture of nitric and sulphuric acids, so-called nitrocellulose is produced. Nitrocellulose products are used in collodion, guncotton, nitro-powders, photographic films, celluloid and artificial silk.

By fermentation of cellulose, alcohols and other useful products are now being produced. The steam distillation of oat hulls has led to the production of furfural on a large scale, which liquid is being used in the place of formaldehyde, etc., in chemical manufactures. Hitherto cellulose refuse has been largely wasted, or at best, used as fuel. As the chemist learns how to use cellulose waste products to advantage in the making of high-grade substances, the farmer will naturally be encouraged to raise and conserve cellulose materials. The chemical study of cellulose is really still in its infancy. The nitration of cellulose is a process which was invented in 1846 by Christian Schönbein, a Schwabian chemist, who was professor at the University of Basel in Switzerland. This process of nitration really forms the basis of the chemical utilization of cellulose to the present day. Nature has made cellulose strong and resistant so that it is not readily transformed into useful products by the ordinary means known to the chemist. But as new methods of attacking the problem are found, the transformation of cellulose and lignin into other useful products will doubtless follow.

### Factories Nearer to Farms

All of this chemical utilization of waste products requires expert services; in other words, trained chemists are necessary and so it can not be done on the farm itself. The farm products must be transported to factories advantageously located to produce the desired articles for the cheap and rather bulky material which, on account of the cost, should not be transported further than necessary. The success of this requires patient, careful, scientific research and finally application to practice on a large scale.

Each farm can, of course, not be turned into a factory; but the farms can contribute their products to nearby factories, operated perhaps on the cooperative plan, as are dairies and cheese factories and canneries now. The chief occupation of the farmer will continue to be the raising of crops and animals according to the most modern scientific methods.



There is no better, more efficient chemical manufacturing plant than a cow, a hog, a sheep, a hen, or a corn, wheat or oats plant. There is no more efficient power engine than a Boone county mule. Consider the work he can do on a bushel of oats and compare it with that which can be got from an equal amount of material when fed to even the best of our steam engines. The factory does not need to come to the individual farm, it is already there in the highest form in the plants and animals produced on the farm. Indeed, it is the great problem of the modern chemist to study and unearth the principles and processes that are operative in the life processes of plants and animals. Once these are found and are put into practice in our chemical manufacturing plants and in our power plants as well, it will revolutionize the industrial and engineering world.

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# Build Wisconsin

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## BACTERIA TIRELESS WORKERS FOR FARM AND FACTORY

By E. B. Fred,  
Agricultural Bacteriologist  
at the University of Wisconsin  
before the Press and Resource Conference  
at the Launching of the Institute on the Affairs  
of the Commonwealth, at Madison, July 18, 1927

BACTERIOLOGY is not as young as is commonly believed. Although its theory may be comparatively new, many of the fundamental processes followed in the science date back to the days of the Chinese and Egyptians. Their writing of 4000 years ago describe some of the processes of fermenting beverages by bacterial action.

Used for the first time about 1880, the word bacteriology referred to the science that dealt with the smallest form of microorganisms. Bacteria are the smallest and simplest forms of plant life. Although far too small to see a single cell, it is possible by the aid of that almost human eye, the microscope, to single out a group of cells, known as a colony.

### 25,000 Bacteria to an Inch

If laid end to end about 25,000 plants or cells would be required to cover an inch. Of course, to see them they are magnified by the microscope many times. If the average man were magnified to the same scale as is commonly used in examining bacteria, he would appear as a giant about 6,000 feet tall by 1,500 feet wide. However, in spite of their minute size, they possess certain characteristics which enable them to perform changes and reactions in a very short time.

The mysterious energy locked up in the minute cells of the bacteria has been the object of much study. The most resistant forms of matter may be changed by these active organisms. Every bacterial cell may be looked upon as a minute laboratory in which chemical changes of the utmost complexity are brought about with apparently the greatest ease. Here processes of building-up and of breaking-down are carried out with the highest efficiency and in a manner about which very little is known.

Perhaps even more striking than size is the enormous rate at which bacteria are able to reproduce. Provided the conditions are proper, the common forms of bacteria may reproduce every 20 minutes. In this

way a few cells, too light to be weighed on the finest balance, will in 24 hours form a heavy mass of cells. Conn has correctly compared the bacteria to snow flakes. Taken singly, they are harmless, but in huge masses, as seen in the avalanche sliding down the mountain, these apparently harmless snow flakes, may become powerful and dangerous. And so with the bacteria.

### Division of Labor in Soil

In the field of plant nutrition, much valuable information is being gained at the present time concerning the part played by the soil bacteria. Perhaps nowhere is there such a great division of labor, such a fine case of team work as is exemplified in the activity of the soil bacteria. Specialization to a high degree as well as ability to work both day and night are the outstanding characteristics of the bacteria. Again, the bacteria of the soil may be compared to the workers of a great factory where crude raw products of all kinds are taken in and gradually changed, each step representing the activity of a certain group of micro-organisms until at last the waste residue returned to the soil is now transformed into available plant food.

The bacteria of the soil seem to be, as it were, the binding link between the dead and the living worlds. They prevent the accumulation of organic matter. To do this great job requires a huge mass of bacterial life. The upper layer of the soil fairly teems with this host of tiny workers. The sum total of bacterial cells per acre of soil is by no means small. In the soil around Madison, approximately 1,000 pounds of bacteria are found in an acre; in other words, the weight of the bacteria in the soil is about the same as the weight of animal life above ground, that is, a 1,000-pound animal for one acre is commonly estimated as the usual amount of animal life that can most profitably be supported by one acre of soil.

### Bacteria Believe in Team Work

The most striking case of the beneficial effect of bacteria on plant growth is that of root nodule organisms and the legume. Such well known plants as alfalfa, clover, peas, and beans are not able to make large and profitable crops unless they have the assistance of the nodule bacteria. Here is an example of team work where two forms of life live together to the benefit of each. The importance of this group of bacteria in agriculture can hardly be over emphasized.

From the results of a great number of experiments, it has been found that the presence of the proper nodule bacteria makes it possible for the legume to fix as much as 100 pounds of nitrogen per acre per year. For years Wisconsin farmers have been supplied, at cost, with culture for the inoculation of the more important legumes, such as alfalfa and soybeans. Last year the state College of agriculture prepared and distributed among farmers enough of these root nodule cultures to inoculate the seed of more than 100,000 acres. Assuming a fixation of 100 pounds per acre, this would mean an annual gain in nitrogen of about 10,000,000 pounds. In many places, the use of these cultures of bacteria with clover, alfalfa, and soybeans means the difference between success and failure.

### Other Bacteria Put to Work

Perhaps no state in the Union has made so many applications of bacteriology as has Wisconsin. Indeed, Wisconsin is really a state filled with fermentation of various kinds. Not content with their action in preparation of food for our cultivated plants, bacteria are active in the preservation of food for man and live stock. For example, the great corn crop of Wisconsin is largely stored for feed in the form of silage, or to speak more exactly, it is "pickled" corn, a result of the activity of the lactic acid bacteria. Not only corn, but also cabbage and various kinds of food plants are preserved by means of the lactic acid forming bacteria. Another important instance of food preservation is the souring of milk, cream, and the making of butter. In fact, the dairy industry is dependent on various types of bacterial fermentations, as for example, the cheese industry.

"Let the bacteria do the work" is the attitude taken in many industries. They are not only content to work both day and night but if properly cultivated will manufacture useful products and often of the highest purity.

### Servants of an Industry

Three kinds of fermentation, - acetic acid-vinegar, alcohol by yeasts, and lactic acid-sour milk-are well known in daily life. However, there are many other types of fermentation not so well known but of decided commercial value. Some of the more important examples of the use of micro-organisms in the service of man found in the tanning and retting industries.

In Milwaukee and Fond du Lac are located the largest tanneries of the world. This process of making leather from raw hides followed in these plants is in part due to the activity of certain bacteria.

In the manufacture of the beautiful table linen from flax, the strong rope from hemp, bacteria are highly important. In nature the fibres of these and other plants are bound together in bundles by means of a cell binder, a substance called pectin. Certain bacteria possess the unique property of removing this cell-binder, dissolving it without injury to the fibres. This removal of the fibres is commonly called retting or rotting process.

Here again we have a type of bacterial action of decided interest and one in which the state college of agriculture is much interested. It is not uncommon to find that the harmful bacteria develop instead of the true retting organisms, and as a result weak dark-colored fibres instead of strong white fibres. How to obtain the true or active retting bacteria is one of the questions now under study at the college.

In Wisconsin, retting is of special value because of the acreage of hemp.



### Another Use Open to Corn

Another fermentation process is the manufacture of yeasts for bread, for industrial alcohol, and for acetic acid. In Milwaukee these are very important industries. Growing of yeast for the bread industry is no small task. Before leaving this topic, it is important to note that certain organic acids are prepared by micro-organisms, for example, citric acid is manufactured by the aid of molds. "How are these special types of bacteria found?" And, "how do they work?", are questions often put to the bacteriologist. Let us consider in more detail one of the more recent types of industrial fermentation. During the great war, the demand for acetone became so great that every possible means of supplying this valuable compound was given careful consideration. Fortunately, as a result of this intensive study, there has been developed the acetone butyl alcohol fermentation process.

Dr. Weizmann, of England, and his associates developed this fermentation process until we have today a practical method of preparing acetone and other valuable chemicals in large quantities. For various reasons, this acetone butyl alcohol fermentation is of unusual interest.

In the United States, more than 18,000 bushels of shelled corn are used per day, or more than half a million bushels per month. From each bushel approximately 10 to 11 pounds of solvents are formed, consisting of

acetone, 30 per cent  
butyl alcohol, 60 per cent, and  
ethyl alcohol, 10 per cent.

The combined solvents produced this way amount to about 5,500,000 pounds per month. These products, acetone, butyl alcohol, and ethyl alcohol, are widely used in the industries, for example, lacquers for automobile finish such as "duco", "Lac", and many others.

### Corn Changed to Alcohol

In this fermentation process corn, kaffr corn, and other starchy material is finely ground and then mixed with water. This mixture is next cooked in large pressure cookers at a temperature far above the boiling point of water. The process of cooking not only sterilizes the mash but also brings about changes in the starch so that it becomes more available for the bacteria. After the corn mash is rendered free of bacteria, it is blown out of the cookers and through water-coolers.

From the coolers the mash passes into large closed iron vats, called fermenters, of about 40,000 gallons capacity. The warm corn mash, after the cooking and cooling processes, offers an ideal food for the acetone butyl alcohol organism.

Growing the bacteria for the process is an important step. The spores or seed organism of the acetone butyl alcohol are seeded into tubes of corn mash.

If conditions are favorable, the cells reproduce very rapidly, about once every 20 minutes. To build up large cultures the 24 hour old growth in the tubes are transferred to flasks of corn mash. The culture

of less than half an ounce to begin with is now built up to more than 800 gallons. To start the large fermentation this 800 gallon culture is mixed with the 40,000 gallons of corn mash in the fermenter. Within six to eight hours after the mash has been inoculated it begins to show decided changes. The thick mash becomes much more fluid, gassing begins and at the end of ten hours the once quiet vat now becomes a boiling mass not unlike a large boiling kettle of water. Within 36 to 40 hours, provided conditions are proper, corn starch is entirely destroyed, and there is left the solvents plus bacterial cells, corn bran, and the corn protein. It is not uncommon to find in one of these fermenters as much as 1,000 pounds of bacteria produced within twenty-four hours.

The liquid which remained after fermentation, called beer, is pumped up through stills and the solvents recovered. The finished products, acetone, ethyl alcohol, and butyl alcohol, are obtained in an unusually pure condition. The butyl alcohol, now known under the trade name of Butanol, finds wide application in the industries for the following purposes in the manufacture of: artificial leather, artificial silk, butyl acetate, celluloid products, drugs, motion picture films, paint and varnish removers, patent and enameled leathers, photographic films, perfumes, polishes, and spirit varnishes and enamels.

# Build Wisconsin

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AMERICA'S MOST POPULAR NEWSPAPERS  
FOUND IN COUNTRY CENTERS



THE most popular newspaper in America" could be built from an enterprising country weekly, is the firm conviction of a Louisiana editor.

Regarding his own weekly, he says without any hesitancy, "If the NEWS could get the name of every family in this parish into its columns every three months, the JENNINGS NEWS would be the most popular newspaper in America".

This open confession is cited by H. E. C. Rowe, editor of the HOLMES COUNTY (Ohio) FARMER-HUB, as the desire and ambition of every weekly editor in the country.

## Farm News is Welcome

In addressing a farm audience in the current issue of the BUREAU FARMER, Rowe explains the value of farm and family news in the country press and points out the manner in which most weekly editors receive this type of news.

"No news that comes to the editor's desk is more welcome than that which comes from the farmer. The editor has little or no trouble to learn of news that happens in the towns, his attention is soon called to that; his town readers have been so educated that they willingly each week call in all the news and personals that they know. But with the farmer it is different.

"So often the farmer feels that were he to send any news to the editor concerning himself, his farm, or his neighbors, that the editor would take affront and refuse to print it; or he may feel that should the editor publish the item that all the neighbors would know where it came from, and would leer at him for seeking publicity. However, if the informer desires, the editor is always glad to re-write the article so that it would be impossible to know where the information was obtained.

## Unusual News of the Farm

What type of farm news does the editor wish? Rowe asks. "In most cases, everyday occurrences make the best news; the killing of a rattlesnake, the finding of a peculiar plant or fruit, the overloaded fruit tree or the bumper alfalfa yield, the potato that is shaped like a chicken, the

little son that broke his arm or nearly bled to death when he cut his foot on a piece of glass, the new barn and improvements in the home - all these, and many other similar happenings and observations, are news - news that will please the editor most - because they are happenings that are read with interest by the agrarian subscriber, those whom he finds it so hard to get news about."

An incomprehensible influence may be wielded by the country weekly newspaper upon the farmer, Rowe has discovered. "It is his best friend. In the community correspondent's notes, he occasionally finds his own name, or at least the name of his neighbors or friends. This gives him an intimate touch that in some inexplicable manner makes him feel that his local paper belongs to him.

#### Relates News of Science

"He reads of the events that are happening in the county seat town. He reads the suggestions made by the state experiment station and the state agricultural college. He notes the personals which tell of the people which are visiting and having parties in the larger communities, and reads his own community correspondence.

"In every case", Rowe believes, "the editor of the weekly newspaper wants his paper to be the best friend that the farmers of his community have. He personally wants to know the farmer better, and to learn, if possible, how he can be of even greater service to those who are working hard every day so that mankind may be fed and clothed."

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#### NO DEADWOOD ON MAILING LIST OF STANLEY WEEKLY

RESIDENTS of the Stanley community in Chippewa and adjoining counties have been trained for 15 years to pay cash in advance for the STANLEY REPUBLICAN, relates W. H. Bridgman, the veteran editor of this well known country weekly.

Discarding the old credit system and starting the paper on a cash basis is immediately followed by a marked reduction in office work around newspaper plants, Bridgman says, explaining that the keeping of circulation accounts may in this way be practically eliminated. The only records necessary are the mailing galleys and the proofs taken from them, aside from the subscription column on the cash books.

The annual loss of circulation is also reduced under the cash-in-advance system. In the case of the Stanley editor, this used to run even higher than 25 per cent.

While he admits that cash payments tend to reduce circulation, he also points out there is no profit in free circulation either to the publisher or the advertiser.



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"ACRES OF DIAMONDS" DISCOVERED  
BY EDITORS IN LOCAL COMMUNITY

Untouched Source  
of News to be Found  
on State Rural Roads

EDITORS of daily and weekly newspapers have made a discovery that has caused them to change their minds. They have found an almost inexhaustible source of the most interesting type of news in agriculture, an industry which, it has been claimed, was once unappreciated by the press. This unlimited field, so the editors have found, reaches from the very doorstep of the community to the other side of the world.

An almost entirely different viewpoint toward this leading industry of the country permeates the editorial rooms of newspapers today. There is a general absence of the failure to appreciate agriculture, which was shown a few years ago by not a small portion of the urban press. For the most part, this feeling has been supplanted by a most sympathetic interest in the industry.

This marked awakening of interest in an heretofore untouched field on the part of the American press is regarded as a notable recent development in journalism by Nelson A. Crawford, prominent journalist and director of information of the United States Department of Agriculture. Agriculture has come to be recognized by editors as an essential element of national progress, and the farmer as a significant figure in national life, he believes.

Marks a Trend  
in Journalism

"The emphasis laid on farming by the war stimulated the publication of agricultural matter in the urban press", points out Crawford, "although certain newspapers had been farsighted enough to give special attention to farming for many years before.

"Today a large number of daily newspapers, including those published in the largest cities employ agricultural editors and devote much space to news and feature articles about farming, either placing these in a special department or scattering them through the paper. Certain dailies with circulations as small as 5,000 have found it worthwhile to employ agricultural editors.

"A marked advance has also been apparent in the attitude of the country weekly, the typical community newspaper, to farming. Whereas a few years ago it was exceptional to find a country Farming Interests Readers of Weekly devoting 10 per cent of its space to farm news, today many such papers find agricultural copy their most attractive field. A survey of reader interest made by Harry B. Potter in a typical Illinois community in 1925 showed 63 per cent of the readers interested in agricultural matter. This propor-

tion was exceeded in the survey only in the case of certain strictly local news. A number of community newspapers have exerted marked influence upon the progress of agriculture and agricultural organization in their communities in a very short period."

Interest in agriculture on the part of the general press possesses special importance to the farming industry, Crawford states. "Not only is the farmer supplied with much interesting and useful material but farming is interpreted to the public as a whole. The final effect is to promote that understanding of, and that sympathy with, agriculture which are essential to a permanent solution of its problems."

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"WRITE" REPLACES "SELL"  
IN WEEKLY PAPER CONTEST

AN idea, a lead pencil, and some paper, plus some personal initiative, constituted the full line of pre-requisites in the farm story writing contests which have been recently staged by the PORT WASHINGTON STAR and the TAYLOR COUNTY NEWS-STAR, of Medford.

In changing the usual contest aim of "sell" to "Write", the editors of these two Badger weeklies ruled that the entrants should select subject matter from some worth while phase of rural life. With all types of farm work and country life to select from, the writers had wide field for finding subject matter.

The winners of the STAR contest were announced at the Ozaukee County Fair. Prizes of \$25, \$15, and \$10 were offered by Editor A. D. Bolens, of the STAR, to the three best farm stories. In all, W. H. Conrad, editor of the STAR NEWS, awarded 18 prizes, the first two consisting of \$20 and \$10.

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HEADLINES OF STORY  
HELP TO TELL STORY

IF a news story could be judged by its headlines, which, of course, it can't, a front page full-column article in a recent issue of the BARRON COUNTY NEWS SHIELD would get a high rating.

Set in upper and lower case, a two column head read, "Good Cows, Poultry, Farm Money-Makers". Then in caps, "War Veteran and Wife Find Farming Pays". Two inverted pyramids followed. The first read, "Assume Big Debt on Barron County Farm and Pay Up in Lean Years". The other was, "Now Building Modern Bungalow and will Replace Old Barn with New One at Early Date".

While these attractive and well written headlines introduced the story, at the same time they also added to the appearance of the front page. In the other side column of the page was another similarly written head, above a story which summarized the interest taken in music in Barron county schools.

# Build Wisconsin

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IS THIS YOUR PAPER?

Wisconsin Weeklies Figure  
in Interesting Inquiry

"WHAT'S in the paper?"

Guesswork and mere conjecture in answering this oft-asked query were banned when Van R. Sill, agricultural journalism student at the University of Wisconsin, applied a measuring stick to a number of Wisconsin country weekly newspapers as a class topic in rural sociology.

One issue a month, or twelve a year, of three typical weeklies was selected for this analysis. Sill was after a picture of the country weekly as an institution that shapes rural policies, molds opinion, and influences behavior. As a potential community builder, the weekly newspaper has always been rated as one of the most important, if not the first, agency for community development. Its appearance in local homes, fifty-two times a year, where it is generally the most widely read journal that the mail carrier delivers, has in the course of years a tremendous affect on the lives and activities of country people.

Each issue was measured from cover to cover, and its contents classified with special emphasis being placed on seasonal fluctuations.

In classifying the contents of each number, Sill divided the subject matter and advertising into 30 classes. These, he labeled "categories". They are given, with a brief explanation in some cases, as follows:

- (1) Economic - refers to labor conditions, finance, taxes, etc.
- (2) Recreation - picnic, socials, athletics, outings, etc.
- (3) Civic and Political - activities of state and nation.
- (4) Anti-Social - crime, divorce, war, accident, etc.
- (5) Personals - short items not exceeding an inch in length.
- (6) Religion.
- (7) News of the Week - departmentalized news of state and nation.
- (8) Market Reports - price quotations on farm products.
- (9) Health and Safety - disease prevention and better living.
- (10) Social Service - philanthropy and charity organizations.
- (11) Education - general in nature; does not include reports of local schools.
- (12) Farm Production - crops and live stock.

- (13) Farm Marketing - merchandising of farm produce.
- (14) Editorials - editorial paragraphs were included.
- (15) Open Forum - letters to the editor and general public.
- (16) Cultural - arts and letters.
- (17) Home Economics - homemaking, recipes, short cuts, etc.
- (18) Verse and Humor - comic strips were not included.
- (19) Filler.
- (20) Fiction.
- (21) Miscellany - cross word puzzles, weather reports, etc.
- (22) Schools - plans and activities of local and state schools.
- (23) Long Personals - personal sketches with headlines.
- (24) Comic Strips.
- (25) Events and Celebrations.
- (26) American Legion.
- (27) Community Building - boosting of immediate community.
- (28) Self Development - etiquette, building of character, etc.
- (29) Advertisements - in space that has been purchased.
- (30) Unclassified - all material not in other classes.

In this and succeeding issues of BUILD WISCONSIN will be presented the results of the survey. The first chart, on page 3, shows the number of column inches of the different types of subject matter, which appeared in twelve issues of a Wisconsin weekly. Each issue was published during different months of the year.

It is interesting to note that this typical Badger weekly published in the course of the year more fiction than any other type of reading matter. Filler proved to be the second most widely used type of material, nearly one-ninth of which appeared on the front page. The editor of this journal is a firm advocate in the importance of personals, for they vied with the news of the week in point of space occupied during the year.

Located in a typical Wisconsin community, the editor has realized the importance of farm production for it ranks high as a popular subject throughout the year. However, farm marketing received only a sixth as much space as the production of crops and live stock. Homemaking topics were also stressed in this paper.

Surprisingly enough, such topics as community building, recreation, religion, social service, and culture did not prove to be favorite sources of news. Nor was anti-social news, such as divorces, crime, scandal, and disaster, treated with any marked degree of thoroughness.

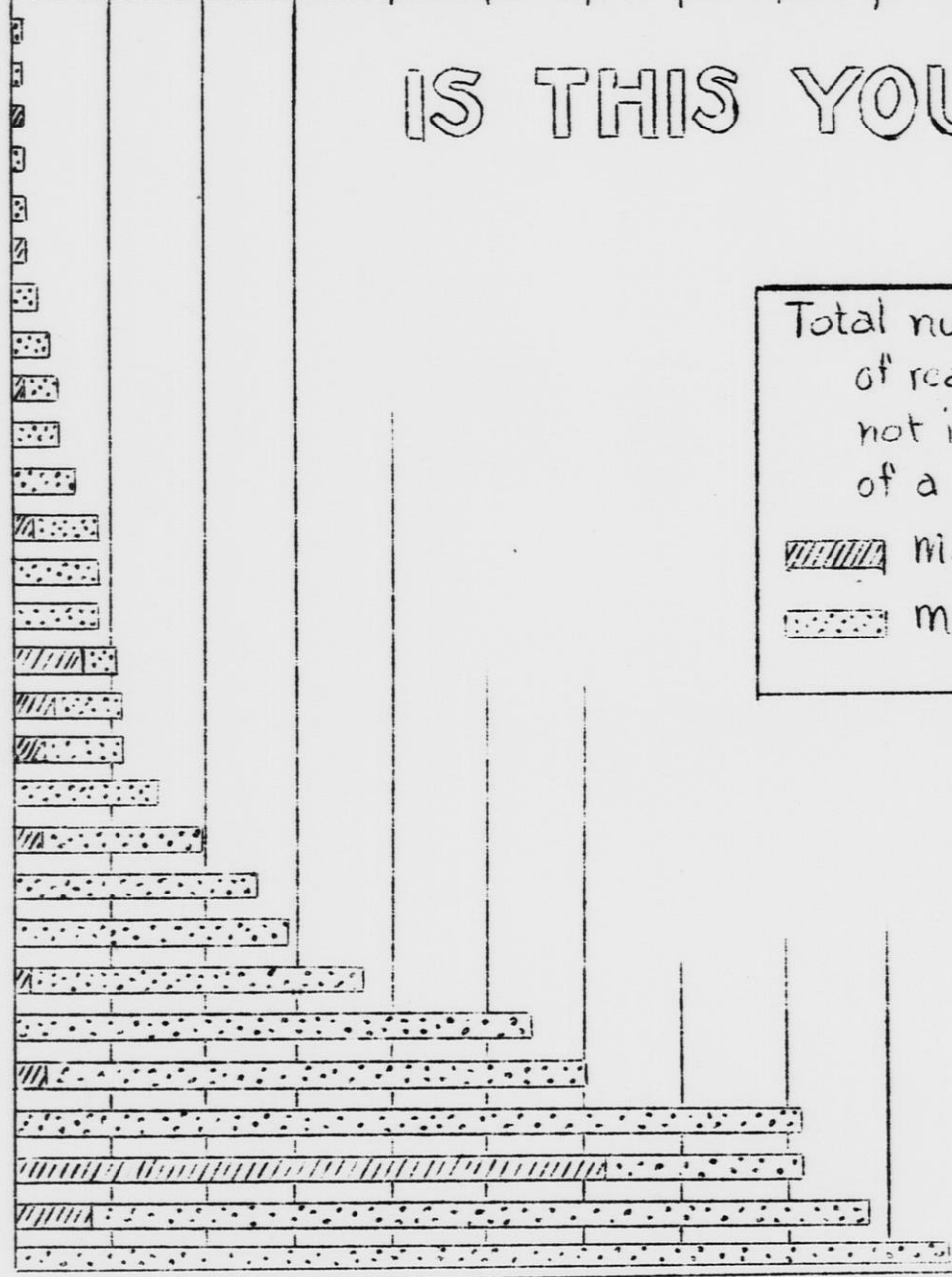
What has been most astonishing to editorially-minded people, who have inspected this chart, is the fact that the news of the class of the community building type- which the country weekly, of all papers, is supposed to favor- has been subordinated to both fiction and filler. Although the influence of this paper has been most noteworthy in its community, it is interesting to speculate whether it would not have been still more impressive had it given more emphasis to the building and development of the community.



100 200 300 400 500 600 700 800 900 1000 Column inches

# IS THIS YOUR PAPER?

- Community Building
- Cultural
- Recreation
- Religious
- Social Service
- Verse & Humor
- Events, celebrations
- Health, safety
- Civic & political
- Juvenile (fiction)
- Unclassified
- Farm marketing
- Market reports
- Self development
- School material
- Anti-social
- Economic
- Editorials
- Long personals
- American legion
- Miscellaneous
- Educational
- Home Economics
- Farm production
- News of week
- Personal
- Filler
- Fiction



Total number of column inches of reading material, advertising not included, in 12 issues of a Wisconsin weekly.

Material on front page

Material not on front page

6

# Build Wisconsin

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"The Little Partner of The Badger Weekly"

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## DESTINY OF SMALL TOWN MEASURED BY ITS VIEWS

Small Community with an Interesting  
Life Will not Lose Population,  
Predicts Wisconsin Educator

A NEW slant to an old word should be added to the vocabulary of community leaders. It may hold the explanation why some small towns thrive while others lag.

In the view of its author, Joseph K. Hart, education leader at the University of Wisconsin, it explains why many people prefer to live in the cities. If, as some claim, the very existence of the small community is threatened, he feels much of the cause of its decay can be answered by applying the principles embodied in this single word to the life of the community.

The word is INTEREST.

"The small community that has an interesting life is not losing population", Hart has observed.

"We humans seem to be creatures of our interests", he says. "We do things that interest us, - if we can. We read books that interest us when we can get them. We go places that promise to be interesting. We seek out interesting people. We want to live in interesting communities. We leave the small community when our interest palls or fails; we go to larger communities because we believe that 'something interesting will be going on'.

"This fact of interest is a natural fact. Interest is thoroughly human. It is neither moral nor immoral, neither good nor bad; it just is. To be sure, it has been highly praised by some, and as deeply condemned by others. For example, some educators hold interest to be the basis of all true education, and others hold it responsible for all the failures of children and youth to achieve an education."

Opposed to personal interest are often found the much used terms, "duty", "effort", and "accepting responsibility". Advocates of these urge that one should "do his duty and let interest alone". But by so doing they set up a complete gluf between interest and duty, and make interest undutiful and duty uninteresting.

What is really meant by such views is: "Give up your own interest, or interests, and follow my interests, even though you don't want to, for this is your duty, and duty is nobler than interest". Translated further, it follows that "my interests are nobler than your interests". This characterizes the relation of the teacher to the pupils, parents to children, preachers to young people, business men to clerks, politicians to the rank and file of the party, government officials to citizens, and moralists to "the mob".

Interest in the community, Hart cautions, can not be made out of thin air. "It comes of actual conditions. There must be interesting people in the community, and they must be doing interesting things, and they must admit that other people, especially young people, have the right to do interesting things. There must be chances for interesting social life and recreation, for interesting civic activities and responsibilities, for interesting mental activities, for interesting physical pleasures, and for interesting moral and spiritual adventures.

"There are those who maintain that economic injustice is destroying our small communities, and there is truth in the statement. But economic injustice will never be eliminated from a community whose inhabitants are lacking in human interest and interests. The first step taken by the Danish people in their century-long fight to overcome the ancient economic injustices with which they began the nineteenth century was taken when they became interested in a new kind of education - an education that was founded in the proposition that youth has the right to have its own interests. On that basis, Denmark has become in the last seventy-five years the most literate, the most self-respecting, and the most prosperous of European nations, and that prosperity is most felt and most possessed in the little village communities."

As things go today, Hart feels many of our small communities are driving away many of their youthful and vigorous members. They insist that the young people should serve the interest of the community, which usually means that they must do what the older people tell them to do. According to this philosophy, the young people should not start new things, should obey the customs of the community, and be content with the financial, social, and educational opportunities which are offered them.

And if any youth should rebel or resist the traditional customs, he is warned of the fate of rebels. If he finds nothing interesting in the community, he is reminded that "duty" is higher in life than "interest". In some cases he is convinced by this doctrine and surrenders to the stagnant life that he feels.

But if he were able to analyze the situation, he would usually find that "the man who talks most to others about the business of 'interest' and the nobility of 'duty' is himself living in the midst of his own interests, and that, by this dis-praise of interest and this praise of duty, he is able to induce youth to give up living its own interests and to make it willing to devote itself to his interest under the noble legend of duty.

"But youth, soon or late, finds out the deception, even though it never fully understands it; and multitudes of people living in small communities feel themselves to have been cheated out of the best of their lives, somewhere, at some time. They are more or less embittered; they take this bitterness out in railing against people of the cities, who are in exactly the same box, and are even more helpless than are most country people; and they end it all by practicing upon the youth of their own time the cruel lies that were their own lot in youth.

"The hope of the small community, as of the large community," declares Hart, "lies in its escape from these ancient respectable lies about

life, and in facing intellectually its own moral and intellectual problems, even as it has faced its own practical problems. It must substitute clear thinking about its own moral and educational problems for the old erratic customs.

"When human beings think as clearly about their social organization as they do about their farm machinery, the day of drift to the thoughtless cities will be over; and the new day of the intelligent small community, interested in everything, and therefore interesting will have come."

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YOUNG WEEKLY CHAMPIONS  
LOCAL CREAMERY PROJECT

IN THE fourth issue of its young career, the REDGRANITE TIMES took a definite stand for a new creamery in the local community. Both in his editorial column and in a news story, Editor H. H. Hobart recently pointed out the need of a wider market for the dairy produce of local farms.

Business men of Redgranite, Hobart reports, strongly favor the project. There is a large territory north of the city, he says, which is now without adequate creamery facilities. With three out-going freights daily, Redgranite offers shipping facilities which are equalled by few cities of its size.

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IS THIS YOUR PAPER?

ONE of Wisconsin's newest papers has been analyzed in the graph shown on page 4. Because of its subtle editorial paragraphs and its numerous personal items, this weekly has attained a wide reputation in the state. To note the significance of its news policy, the chart should be compared with the graph published in the last issue of BUILD WISCONSIN.



# Build Wisconsin

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## ONCE POPULAR SLOGAN IS NOW TRITE PHRASE

Value of Advertising Generally  
Accepted; Merchants Seek  
Greater Effectiveness

THIS age is witnessing the decay of a once powerful slogan that was until a few years ago the battle cry of editors and business managers as they sallied forth to fill the advertising columns of their journals.

This appeal which extolled a product of the press was "It pays to advertise".

So completely has this slogan helped to change the attitude of tradesmen in the past few decades that the expression itself may be foreign to the schoolboy of tomorrow. Its principles are today quite generally accepted in all corners of the nation. In fact most successful merchants and dealers look on advertising as one of the rock bottom fundamentals of their business. Of course, in every community there are remnants of the old guard who have not yet been convinced of the profits in well handled advertising.

The effectiveness of the slogan has really been the cause of its undoing. It gradually gripped the imagination of its audience, and firmly convinced it that to merchandize any product successfully it is necessary to inform prospective purchasers of its merits and qualities. Really the declaration has become a trite phrase. What enterprising advertising solicitor would approach a merchant by stating that it pays to advertise? Such a view might challenge the owner's business ability. Instead the agent rightly assumes that the manager is well acquainted with this axiom.

By accepting the premise that advertising results in new opportunities, business men have been forced to face another query, toward which many of them share contrary views. They now ask how much can they afford to spend for advertising? What per cent of their sales should be set aside to build business through advertising? Is there a definite per cent of their revenue which can most effectively be used in the further development of their trade?

It has been generally assumed that the answer to this question depends on a number of factors which are individual matters for every merchant. It has been supposed to be affected by the size of the business the location of the business, and the type of the business.

After diagnosing the expenses of a large number of successful business organizations, the United States Chamber of Commerce has secured some figures which tend to indicate the cost of advertising in different types of trade.

Its investigations show that the average grocery store doing an annual business of less than \$30,000 reserves 0.2 per cent of its sales for advertising while the grocer whose sales exceed \$150,000 uses 0.3 per cent. However, the jeweler with a business of \$20,000 finds it necessary to spend 2.6 per cent for advertising, and manager of a specialty store 3.4 per cent.

Although advertising costs increase as the sales of an organization become larger, this study proves that a light increase in advertising maybe accompanied by a tremendous pick-up in business. For instance, the grocer with a \$20,000 business spends 0.2 per cent for advertising while the merchant doing a business between \$100,000 and \$149,000 spends but 0.3 per cent. The hardware dealer whose annual sales amount to less than \$25,000 spends 0.66 per cent for advertising while the dealer with a business between \$60,000 and \$100,000 uses but 0.71 per cent.

The complete figures presented by the Chamber of Commerce follow:

Grocery Stores	Per Cent	Shoe Stores	Per Cent
Sales less than \$30,000	---- 0.2	Sales less than \$30,000	-- 1.6
\$30,000 to \$49,000	----- 0.2	\$30,000 to \$49,000	----- 2.1
\$50,000 to \$99,000	----- 0.2	\$50,000 to \$99,000	----- 2.2
\$100,000 to \$149,000	----- 0.3	\$100,000 to \$249,000	----- 2.8
\$150,000 and over	----- 0.3	\$250,000 and over	----- 3.8
 Department Stores		 Jewelry Stores	
Sales less than \$250,00	---- 1.7	Sales less than \$20,000	-- 2.6
\$250,000 to \$499,000	----- 2.2	\$20,000 to \$49,000	----- 2.9
\$500,000 to \$999,000	----- 2.9	\$50,000 and over	----- 4.3
\$1,000,000 to \$3,999,000	--- 2.9		
\$4,000,000 to \$9,999,000	--- 2.9	Drug Stores	----- 0.7
\$10,000,000 and over	----- 3.2		
		 Hardware Stores	
Specialty Stores	----- 3.4	Sales less than \$25,000	-- 0.66
		\$25,000 to \$40,000	----- 0.65
Clothing Stores	----- 1.98	\$40,000 to \$60,000	----- 0.79
		\$60,000 to \$100,000	----- 0.71

IS THIS YOUR PAPER?

NEWS and advertising in any paper, large or small, run with the seasons. When advertising is heavy, news is light, and vice versa. This is substantiated in the graph on page 3 showing the month-by-month trends of ten types of material appearing in a Wisconsin weekly. As is the case with most Badger weeklies, advertising fell to its lowest level during July and August. During these months there was a proportionate increase in fiction, news, and filler.

The editorial columns of this paper presented an interesting case. For six months the editor maintained this department of the paper but in the latter half of the year editorial production was reduced to an almost negligible figure.

210  
200  
180  
160  
140  
120  
MAR  
FEB  
APRIL  
MAY  
JUNE  
JULY  
AUG  
SEPT  
OCT  
NOV  
DEC

Month-by-Month trends in ten of the important classes of material found in a Wisconsin weekly. Each of the twelve vertical lines in a class indicates the column inches of space occupied each month.

Column Inches  
410  
400  
380  
360  
340  
320  
300  
280  
260  
240  
220

Column Inches  
210  
200  
180  
160  
140  
120  
100  
80  
60  
40  
20

# IS THIS YOUR PAPER?

Personal	Farm Production	Farm Marketing	Home Economics	Filler	Advertising	Fiction	News of Week	Educational	Editorials
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# Build Wisconsin

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## OFF MONTHS CONFRONT MANY LINES OF TRADE

Old Bogey is Based on Facts;  
Prosperity of Business  
Reflected in Papers

OFF MONTHS are still found in many of the important branches of industry. Although modern business has been able to iron out many of the erratic fluctuations, once common in nearly every line, no small number of the major trades still have their special sales seasons.

Instead of maintaining business at a peak every month of the year, organizations with off months may report the majority of their annual business during a few months or seasons. Business for a particular trade may actually be at a stand still during other periods, as, for instance, the tractor industry reports only 1 per cent of its annual sales during February and but 3 per cent in March.

As the activity of industry is registered in the advertising columns of newspapers and other publications, these variations in sales seasons are important to editors and business managers. During and preceding off months, many organizations, strangely enough, commence to retrench by reducing their advertising.

In a recent number of PRINTED SALESMANSHIP, E. E. Troxel has reported a survey of the month-by-month business of more than a hundred lines of business. Many of the trades have been able to remove "off months" from their business and have maintained sales at a peak every month. But because of the nature of their product and the traditions of the industry other leading trades have not been able to stabilize sales in such a manner.

The summaries of the month-by-month business of some of the trades surveyed by Troxel are given on the following page.

It is not unlikely that there are country weekly newspaper editors who have experienced a situation similar to that emphasized by the author. In analyzing his business, a Chicago printer discovered that some of his customers purchased nearly the same amount of printing each month of the year; others gave him an order only once or twice a year. The second group was far in the majority, and as a result he was prosperous when trades were running full force and on lean rations when they had off months.

This situation was remedied by diversifying his accounts and increasing the number of patrons whose business showed only a slight monthly fluctuation. In this way he has become independent of the business changes in a few separate trades.



S A L E S   S E A S O N S   O F   I N D U S T R Y

Line of Business	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Advertising Agency	5%	8%	8%	8%	9%	9%	9%	6%	12%	9%	8%	9%
Advertising Direct Mail	7	9	11	9	9	9	9	6	7	7	7	10
Automobile (Mfg.)	10	9	11	9	11	12	10	9	8	5	3	3
Automobile (Retail)	4	6	11	15	10	9	9	10	9	7	5	5
Batteries Retail	9	8	7	7	6	7	5	5	10	13	14	9
Banks, Stationers	8	10	9	8	8	8	5	6	7	11	9	11
Candy	9	9	10	9	8	7	3	6	9	9	11	10
Canners (Fruits & Veg.)	0	0	5	10	15	15	20	15	10	5	5	0
Cereal (Mfg.)	9	9	10	9	8	8	8	8	7	8	9	7
Clothing (Men's)	8	12	13	8	4	2	5	11	15	12	6	4
Coal (Retail)	9	7	8	6	6	7	6	7	8	12	12	13
Dairy Products	8	8	9	9	9	9	7	7	9	9	8	8
Dairy Products (Retail)	9	8	9	9	9	9	7	8	9	8	8	8
Feed (Mfg.)	9	9	10	11	11	9	8	5	5	6	7	8
Fertilizer (Job)	0	0	2	8	20	3	0	8	52	7	0	0
Food Specialties	7	8	8	8	8	8	8	9	9	10	10	7
Furniture (Retail)	5	7	7	7	6	7	6	7	10	12	11	15
Greeting Cards	11	17	25	11	7	14	6	3	2	.5	2.5	1
Groceries (Wholesale)	7	6	9	10	10	10	9	9	8	7	7	6
Hardware (Wholesale)	8	7	8	10	10	8	7	7	8	9	9	9
Insurance (Life)	11	8	10	9	9	11	7	6	6	8	7	8
Mail Order (Retail)	5	6	6	7	7	7	7	7	9	12	11	16
Mail Order (Wholesale)	8	7	8	8	8	7	6	7	9	11	11	10
Overalls	7	7	8	11	12	11	8	6	8	7	10	5
Paints and Varnishes	6	6	11	5	11	9	6	7	8	9	12	6
Printing	7	8	8	8	7	7	7	8	9	8	9	14
Publishers (Farm Papers)	9	9	11	11	10	6	5	5	6	8	10	10
Publishers (Newspapers)	8	8	9	9	9	8	7	7	8	10	8	9
Real Estate	8	9	9	10	10	10	7	6	8	8	8	7
Rubber Tires (Wholesale)	8	3	7	8	10	15	18	11	8	6	3	3
Tractors	0	1	3	5	8	10	15	18	20	12	6	2
Women's Wear	7	7	8	7	7	8	8	6	11	13	11	7

If an analogous case is found in country newspaper enterprises, the trades are represented by individual organizations, - banks, groceries, food stores, department houses, etc. Some of these use the printed page fifty-two times a year, and others only occasionally. The second group is often in the majority.

Converting, wherever it is possible, the occasional use of printing and advertising space into a persistent advertiser offers a solution for the editor. While most business men realize the effectiveness of carefully prepared advertising, some are not unlike the little boy, who, hearing that water would wear away stone, dashed a bucketful over a rock and vainly looked for wear. If they replace their sporadic outbursts with a persistent flow of good advertising, they may discover new energy and power in advertising, a force which is often overlooked.

---

#### IS YOUR PAPER HERE?

MAKING UP a country weekly newspaper is far from being a stereotyped process, if the experience of three Wisconsin editors is any way typical of country scribes as a whole. This is shown in the analysis of the material appearing in three Badger weeklies, the results of which have been presented in recent issues of BUILD WISCONSIN. The final installment of this survey is given on page 4.

It is significant to observe the importance the three editors attached to personal items. One of them, obviously, regarded these short notes as a builder of circulation, for in twelve numbers he devoted no less than 1,800 inches to this type of news. Another used 1,200 inches of personals and the third 700.

During the same period one of the editors published 1,800 column inches of fiction, although the journal with the largest amount of personal items used less than 20 inches of this type of material.

Advertising seems to follow personal items rather than fiction, this study further showed, although this point is not indicated in the chart on the following page. The weekly with the largest amount of personals carried 6,500 column inches of advertising while the journal with the longest run of fiction published but 4,000 inches.

---

#### IN THE MARKET FOR PAPER

WHO has a newspaper for sale?

We know an alert young man who is in the market for a newspaper property. He has edited several country weeklies, and is now anxious to purchase a plant in Wisconsin. While he prefers to locate in a one-newspaper town, he will consider weeklies from towns where several papers are published. Editors who would consider a transaction may write to BUILD WISCONSIN, Agricultural Hall, Madison, and the letters will be forwarded to the inquirer.

# IS YOUR PAPER HERE?

How three Wisconsin editors filled their columns. Column inches of material in 12 issues (one number a month). Each paper identified by the following lines

- first paper
- second paper
- third paper

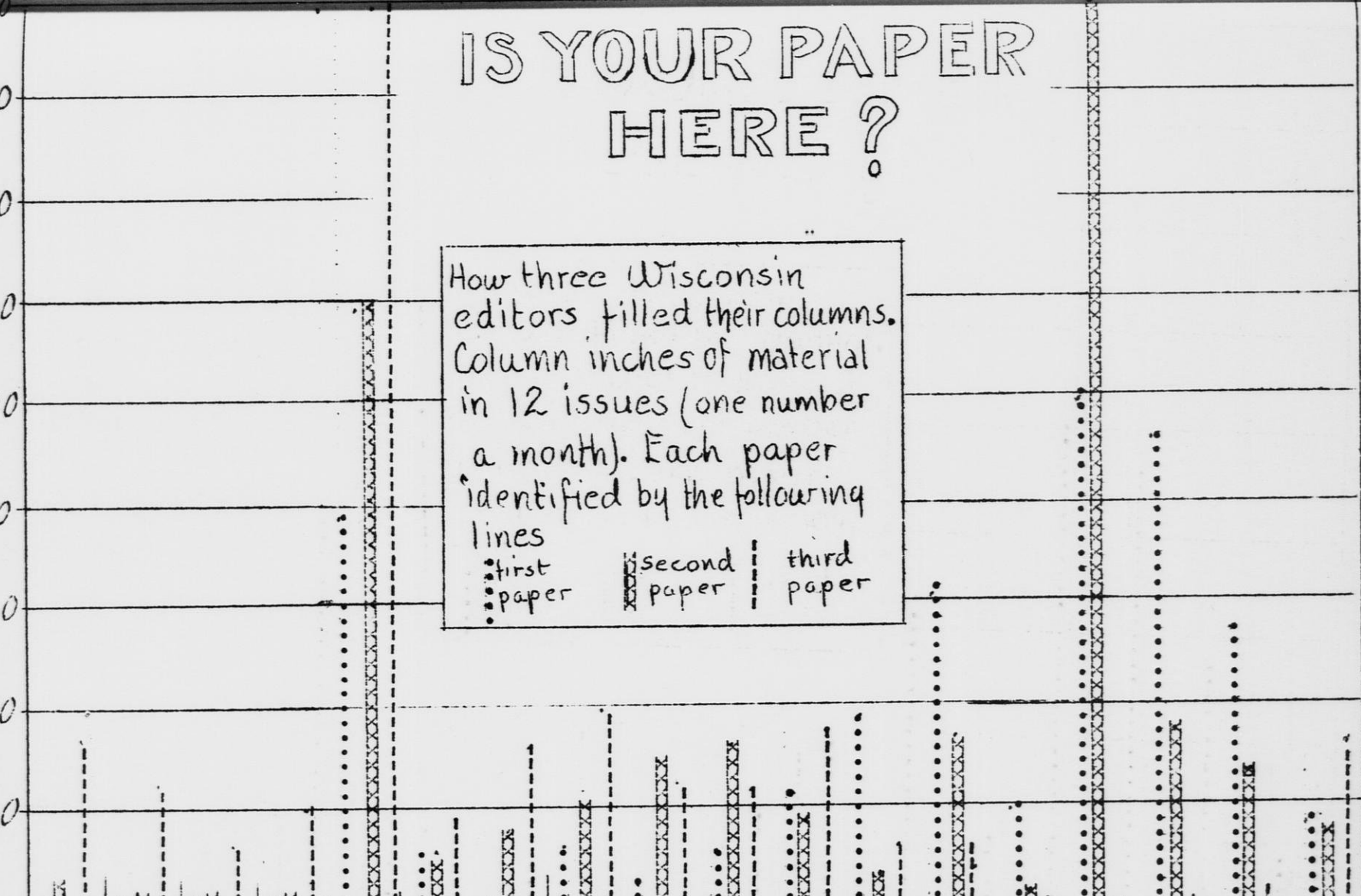
Column Inches

1800  
1600  
1400  
1200  
1000  
800  
600  
400  
200

Economic  
Recreation  
Civic  
Political  
Anti-Social  
Personal  
School Material  
Long Personals  
Economic  
Civic  
Political  
Anti-Social  
Long Personals  
Education  
Farm Production  
Farm Marketing  
Fiction  
Filler  
Home Economic  
Education

LOCAL

TOTAL



# Build Wisconsin

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

"The Little Partner of The Badger Weekly"

Volume 5

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## MERCHANTS OPEN BOOKS TO SHOW SELLING COSTS

Per Cent of Sales Reserved  
for Advertising Shown  
in Harvard Survey

EXPERIENCES in advertising of wholesale and retail trades, collected by the Harvard Bureau of Business Research, may hold suggestions for merchants and tradesmen in Wisconsin towns as they grope to find what is an adequate expenditure for building business by means of the printed page.

Like Alice in her travels through Wonderland, many merchants are no less surprised and astonished as they delve in their books to get at the cost of selling. A practical solution to the problem, especially as to the most effective expenditure for advertising, appears to some even more perplexing than reporting one's income tax.

In analyzing a large number of retail trade accounts, the Harvard bureau found that the average shoe store spent 2.2 per cent of its net sales for advertising. Thus if the local dealer doing a business of \$10,000 is typical of the average retailer, he would use in the course of the year \$220 worth of advertising, while the merchant with a \$25,000 business would spend about \$550.

Out of each sale made by the retailer of tires was set aside 1.5 per cent for the further building of business by means of advertising. The grocer used 0.35 per cent, and the retail jeweler 3.4 per cent.

With department stores, two measures of advertising costs were taken. If the annual business is more than \$1,000,000 the merchant uses 3.1 per cent, but if less than this figure 2.2 per cent is reserved.

Among wholesale establishment it was found that the grocery spends 0.06 per cent of its sales for advertising, drug stores 0.15 per cent; automotive equipment 0.7, and paint and varnish organizations 0.75 per cent.

In developing any business, the far-sighted merchant will continue to increase advertising expenditures as long as he realizes a proportionate gain in trade. It has often been pointed out by successful business men that sales will expand widely with only a slight increase in advertising costs. Take for example the case of the average department



store reported by the bureau. When the sales were less than \$1,000,000 a year, the average merchant used 2.2 per cent, and when his business exceeded \$1,000,000 the advertising cost was but 3.1 per cent of the sales.

That small increases in carefully-thought-out advertising usually results in wider business should become a fundamental tenet in the creed of merchants. Of course, there may come a point where the returns will not be commensurate with the costs. This is what the economist calls the point of saturation, and the returns would be of a sub-marginal nature. However, it has never been our experience to meet one of this group, who found it impossible by well handled copy to extend his trade.

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#### HISTORY OF COMMUNITY TOLD IN EARLY LETTERS

WHAT may be turned into an interesting feature for Wisconsin country weeklies was used in a recent issue of the BELLEVILLE RECORDER. Under the head of "Interesting Events of Early Settlers", two letters were presented, written April 18 and October 11, of 1857, by one H. E. Story.

Writing to his father, Mr. Story declared in that early day that Wisconsin would be the largest state in the Northwest and he remarked that he received the N.Y. Herald daily. In the fall, he wrote, "I have threshed my wheat and had about 500 bushels, have about 40 wagon loads of pumpkins, have not threshed my oats yet, shall have at least 50 bushels of white beans and 500 bushels of potatoes and they are tip top, have a barrel of pickles and plenty of squashes, turnips, etc. Wheat is close to 50 cents per bushel and that makes flour \$1.00 per 100 pounds".

Similar letters, full of interest and rich in the most desirable type of local color, may be found in nearly every Wisconsin community, no matter how recently developed. Some will doubtless be held by the oldest families in the community, and others will probably be found in the local library. Publications of these early records enriches the history of local folks and gives them a better appreciation of the pioneers who helped to build the state.

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WEEKLIES FOR SALE
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WORD has been recently received from three Wisconsin publishers that their country weekly newspapers are for sale.

One of these is located in southern Wisconsin, "in the finest small town in the state", to use the words of its editor. The other two weeklies are the only papers published in their towns. The three journals are located in well known agricultural sections of the state.

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### STREAM OF CARS BRINGS TRADE TO EMPIRE TOWNS

POOLING their common interests, a number of New York rural communities, located along a 135-mile stretch of newly completed highway, have been able to bring new business to their shops and merchants.

By attracting a constant stream of cars through their section of the state, they have revived both interest and business in the communities situated along the historic Cherry Valley Turnpike in central New York. The plan which they followed in winning trade is related by T. H. Townsend, in the November issue of PRINTED SALESMANSHIP. It may offer suggestions for Wisconsin communities facing similar situations.

When the Cherry Valley Turnpike, running 135 miles from Albany, capital of the state, to Syracuse, was opened to traffic three years ago, representatives of the towns along the route met to outline a campaign to popularize the route, not only among New York motorists, but with tourists from other states.

That they saw in the turnpike an opportunity to win trade and build business for their communities was sufficient reason to stir these folks. Everyone gains when tourists stop along the highway, they reasoned. When travelers stop over night, "new money" is brought to the community. The tourist home may be remodeled; work is created for the plumber, the painter, and the carpenter, and on through the list of trades in the average community.

In their campaign, they planned to make wide use of the printed word. They realized that to win attention with printed matter, it was necessary to produce such outstanding booklets and folders that theirs would outclass most of the literature that is solicitously distributed among tourists. Theirs must be read and kept, they figured, if motorists were going to travel via the turnpike.

Under the supervision of a local publisher, one of the turnpike committee, 30,000 copies of a 24-page booklet, 8 by 9 inches in size, were prepared. The cover represented a panorama of the Cherry Valley with illustrations of the significant activities and happenings of a hundred years ago. It was printed in two colors. The booklet was profusely illustrated, and in it was described in an interesting sketch each community along the highway.

To supplement the booklet, 100,000 copies of a folder showing a map of the region and the mileage between towns and important cities was also prepared. The printed material was distributed through garages, hotels, and auto clubs. Two weeks from the time the booklets were first issued, individual requests began pouring into the office of the secretary, and these came daily until booklets have been sent to nearly every state in the country.

Traffic counts made by the association (the group of communities were early organized) indicate that a substantial increase in travel over the turnpike can be traced to the advertising. On a Saturday during the middle of August, 3,650 cars passed a certain point during a 12-hour period. Of this number, 24 per cent carried out-of-state license plates, and 25 per cent were from distant points in the state. It is estimated that nearly 1,800 tourists make use of the turnpike daily during the summer months.

With the coming of the automobile calvacade, a new spirit has permeated the life of many of the towns along the turnpike. Communities which were thriving centers in the days following the Revolution but which since have been nearly deserted are now more than "four corners". Hotels have been remodeled, garages erected, and houses have been painted. Real estate has advanced, and a market of considerable consequence has been opened to local farm produce.

At its annual meeting, the Turnpike association unanimously agreed to print a second edition of the booklets and advertising matter.

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#### SLOGAN SHOWS SCOPE OF LOCAL NEWSPAPER

ACCURACY is only one of the virtues of the slogan that is carried on the mast head of the BLAIR PRESS. Its verity surely goes unchallenged. It reads, "The only paper in the world that cares two whoops for Blair, Wisconsin".

Nearly all the one-paper towns in the state are, in this respect, in the same category as Blair. That this fact may be overlooked even in the local bailiwick is reason why editorial initiative may well be employed to reiterate the importance of the local journal.

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#### LOCAL PROJECT WINS SUPPORT OF EDITORS

BOTH in an editorial manner and in an advisory capacity, editors of a number of Wisconsin country weeklies are aiding the farmers' institutes which will be held in their communities.

Up at Blair, H. C. Kirkpatrick, editor of the PRESS, directed the activities of the committee that handled one of the most interesting institutes ever held in Trempealeau county. Alvin F. Johnson, of the RIO JOURNAL, is aiding the committee with the institute in his community, and Fred Buth, of the BURNETT COUNTY JOURNAL, is assisting with the Grantsburg meeting. At Stoughton, W. K. Mickelson, editor of the COURIER HUB, is working with the institute committee.