Build Stronger Business

Build Wisconsin

Blanket the Home Community

January 12, 1925

THE REGISTER OF MERIT

Only 24 Days Until Press Meeting

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

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

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

50 EDITORS TO GET THEIR "KEEP" FOR ADVERTISING

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

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

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

Build Wisconsin

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

SPECIAL R. R. FARES
FOR BADGER EDITORS

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

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

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

ESTABLISH THREE GROUPS
IN THE FRONT PAGE CLASS

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

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

Wisconsin Organizations Aid

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

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

To Give Honorable Mention

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

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

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

Benefits Small Weekly

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

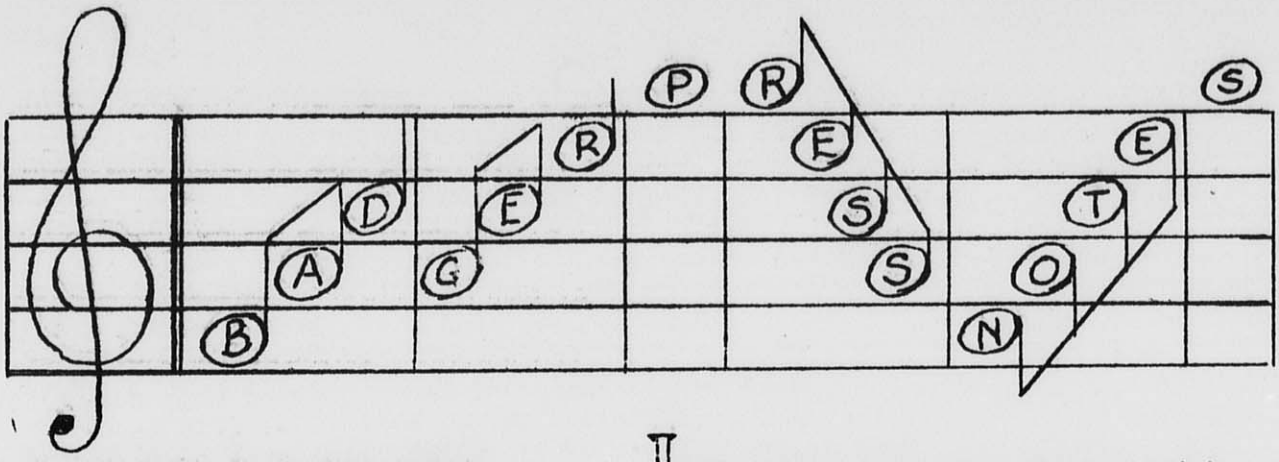
Instrumental in securing the new awards is the committee in charge of the meeting. The members are E. F. Kramer, of THE OREGON OBSERVER, T.G. Stone, of THE SUN PRAIRIE COUNTRYMAN and Andrew W. Hopkins, of the Wisconsin College of Agriculture.

B. W. SAYS

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

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

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



SPEECH GETS FRONT PAGE NOTICE

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

STAR IS EIGHT YEARS OLD

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

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

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

STUDY ADS FOR RESULTS

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

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

LAKE GENEVA PAPERS MERGE

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

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

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

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

LAUDS BARRON PAPER

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

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

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

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