

# Build Wisconsin

Volume 3

Number 16

April 27, 1925

"The Little Partner of the Badger Country Weekly"

## BADGER EDITOR DEFENDS POLICY IN EDITORIAL



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

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

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

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

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

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

Editor

Should

Write

As He

Speaks

"Algoma

Is a

Cow

Town",

Says

Editor

Heidmann

But

He's

Proud

of It.

# Build Wisconsin

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

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

---

## PLACES FARM NEWS ON PAPER'S FEATURE PAGE



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

---

## NEW EDITOR LEASES STRATFORD JOURNAL



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

---

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

MANY INTERESTING FACTS  
BROUGHT OUT IN SURVEY



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

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

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

---

BADGER WEEKLIES ON  
DISPLAY AT U. W. EXPO



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

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

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

---

EDITORS CAN BORROW  
CUTS FROM AG COLLEGE



ES, we loan cuts.

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