Build Wisconsin

Volume 3 December 14, 1925 Number 48

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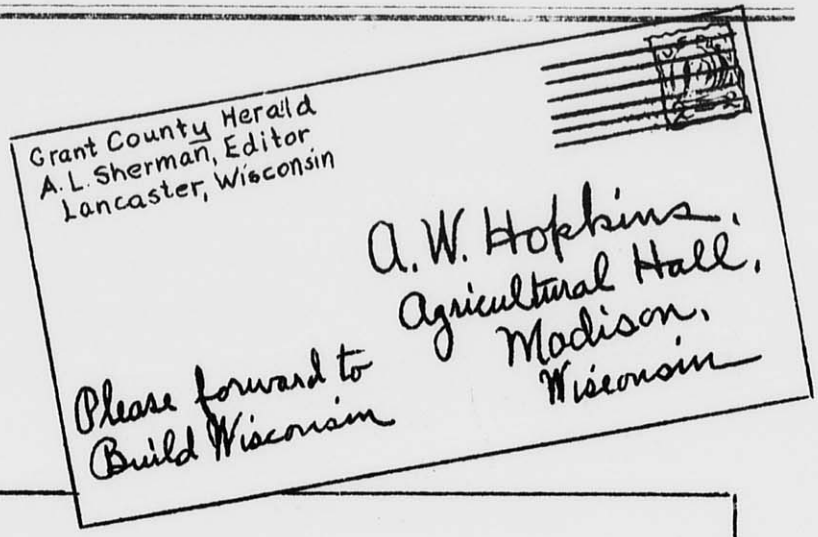


Lancaster, Wisconsin
December 3, 1925

Dear Mr. Hopkins:

The study of English newspaper methods was purely indirect, on my trip to the British Isles. But while I made it a rule not to look at the printed word in any form for two months I couldn't help glancing, occasionally, at an English print and drawing a few conclusions.

Advertisements are set in agate all over the front page. There are practically no display ads. There is no verve or imagination. All news stories are handled alike regardless of importance. These papers contain column after column of eight point type with few heads larger than twelve point. No attempt is made to display the news. Readers are forced to take column after column laboriously to get what the paper contains. But this is no burden to him - he likes it. Reading a paper in England isn't a pastime as it is in America - it's a sacred daily rite there.

British papers also have points in their favor. They taboo the sensational, the morbid and the depraved. British papers strive to be accurate. As a whole, I think they regard truth in news, and accuracy, higher than we do. British papers are models of academic style.

To the Britain form, style and tradition are everything. Their English is better, their news more accurate, their standards in regard to public service very high.

To the American, tradition is nothing. We like nothing better than to tear some old thing apart to see if we can't make it work better in some other way.

To an American, style is almost nothing. Few of us know the language as the educated Britisher knows it. Therefore, our papers are full of errors of form, grammar and punctuation.

To us the big thing is this: have you got an idea? Can you express it forcibly so that your reader will get you? If you can do this you are a success regardless of your academic style.

I gave many of these ideas to an English friend who became wroth when I gave him this candid criticism. He fumed, "You Americans have an insularity that is impossible to penetrate." (Not bad, eh?)

"Yes, and you English are so bound by tradition that you haven't an idea later than 1857", I returned. ("Hot come-back")

There is truth in both. However, America is a young country. We live in the future and England lives in the past.

I thank you,

Signed - A. L. Sherman

Judges For 1926 N.E.A. Contest Announced

The 1926 National Editorial Association Better Newspaper Contest will cover the twelve months ending March 1, 1926.

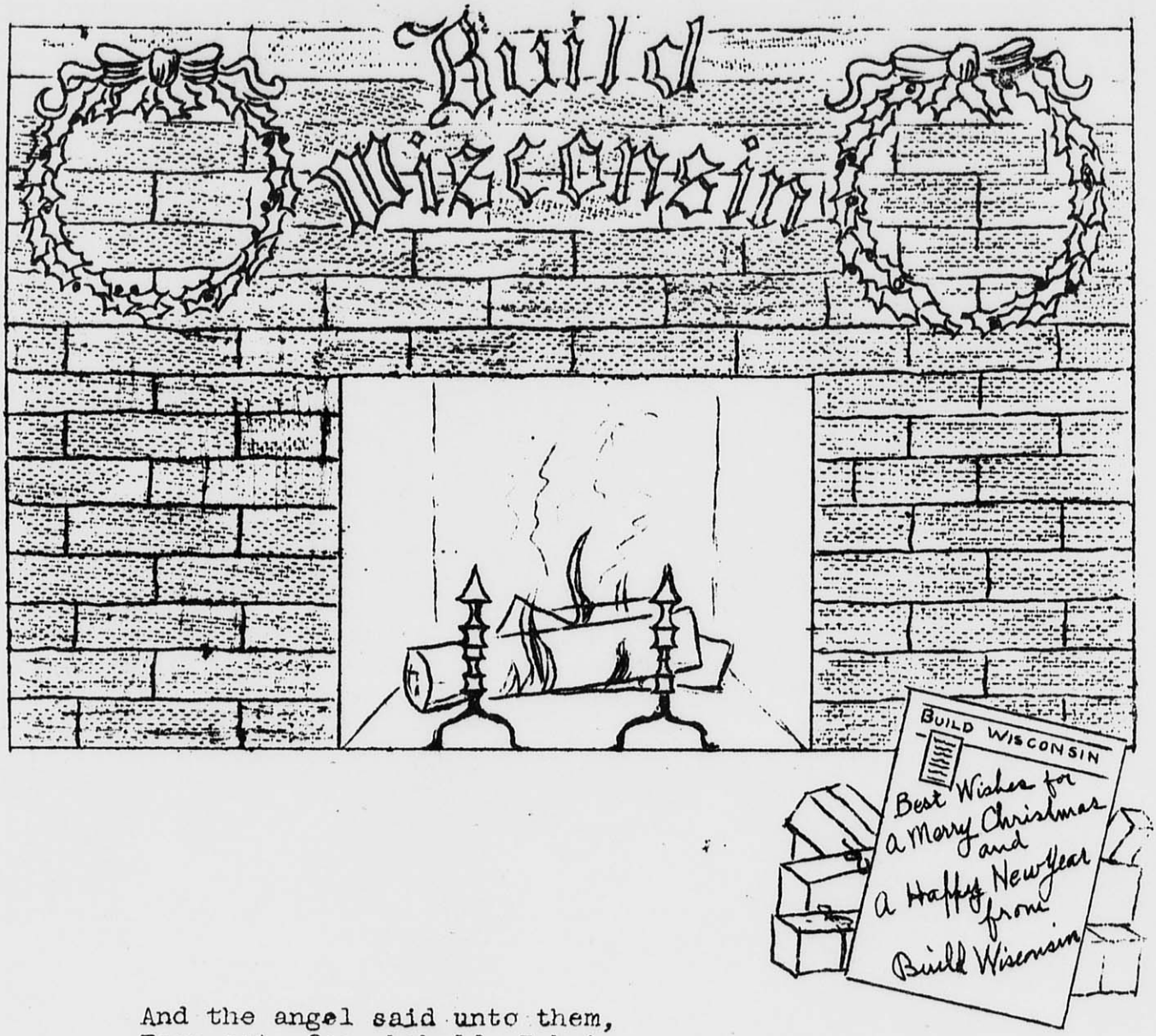
The four contests which are included in the schedule, according to Frank O. Edgecomb, president, are for the best weekly newspapers, the best editorial page, the best front page and the greatest community service. The list of judges is as follows:

Best Weekly Newspaper - Fred W. Kennedy, manager, Washington Press Association, Commerce Hall, University of Washington, Seattle, Washington.

Best Editorial Page - G. L. Caswell, Chairman of Committee, managing director, Iowa Press Association, Ames, Iowa.

Best Front Page - George T. Lord, president, New York Employing Printing Association; Burton Emmett, president of the American Institute of Graphic Arts, and W.J. O'Neill, publisher of the American Printer.

Greatest Community Service - H.H. Herbert, director, University of Oklahoma School of Journalism.



And the angel said unto them,
Fear not; for, behold, I bring
you good tidings of great joy,
which shall be to all people.

For unto you is born this day
in the city of David a Savior
which is Christ the Lord.

Glory to God in the highest,
and on earth peace, good will
toward men.

Luke 2 -- 10, 11, 14

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Minnesota Editor Has Christmas Spirit Throughout the Year

Over in Minnesota, George M. Fosburgh edits the Ortonville Journal, and endears himself and his papers to the boys and girls of his county by boosting club work.

"Verily I say unto you inasmuch as ye have done it unto one of the least of these my brethern ye have done it unto me."

Matthew - Chapter 25 - 40

The immediate result has been that one of his boys won first prize in the State Junior Live Stock Show and it is predicted that this editor's work will have a very direct effect upon the prosperity of his county. The story as told by one of the Twin City papers is worth careful reading. Here it is just as it came from the press:

"Boys' and Girls' Club work in Big Stone county was languishing if not dead, owing to the lack of a county agent. Mr. Fosburgh, instead of talking about the situation, decided that something had to be done. What is more, he decided that he could not waste time persuading someone else to do it. So he oiled up his fliver and started out. His object was to interest the boys and girls of the county in just two projects -- pigs and poultry. By the middle of May he had a club organized, and by June 1 the feeding of pigs began, from two to three months later than with many other clubs in the state. He had to dig down into his own pocket to some extent to finance the youngsters but he got them going.

"Mr. Fosburgh is evidently no quitter. He was not satisfied merely with starting the youngsters on their projects. He kept in touch with them through the summer and fall. Between Mr. and Mrs. Fosburgh the boys and girls of Big Stone county club were each visited and given encouragement in their work about 12 times in the course of the summer.

"October 30th a 'show-down' was held and the Kiwanis club of Ortonville gave a banquet for the boys and girls, awarding prizes to the winners. Then came Howard Hammer to the Junior Livestock Show and captured the first prize in the Poland-China class.

"What is the result? Fifty-five business men of Ortonville have signed an agreement to back the notes of the boys and girls who wish to enter club work for the coming year and have not the money with which to buy animals. The boys and girls will be expected to pay back the borrowed money just as they have paid back Mr. Fosburgh this year. Boys' and Girls' club work is thus assured in Big Stone county for another year in spite of the lack of a county agent.

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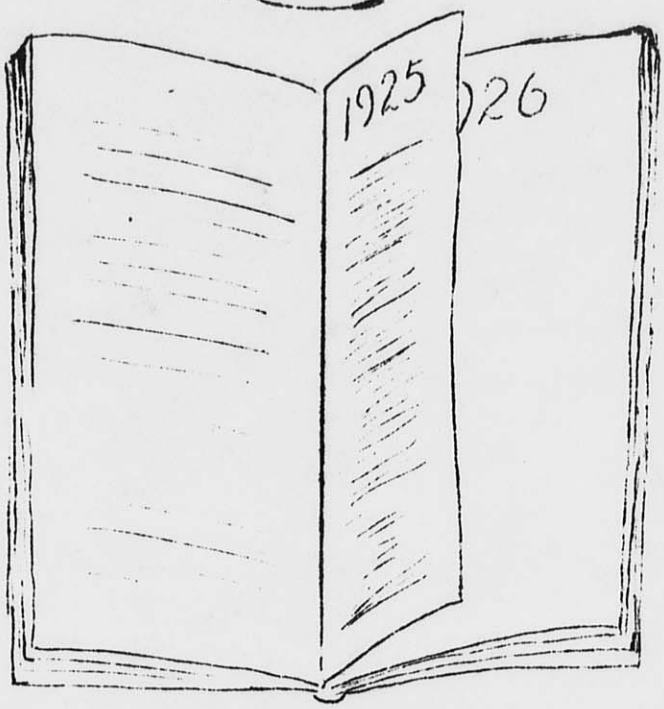

Turning Another Page in History

JUST before turning the last page of the old year to face the new clean sheet of 1926 let us soberly reflect upon the year's activities. We will conclude, no doubt, as President Coolidge did when , in thinking on the subject, he said, "I believe that our American press is more independent, more reliable, and less partisan today than at any other time in its history."

AND so, before we lock the forms and print 1925 indelibly on the records of history, let us resolve to make the country weekly stand for even more in 1926. Let us attempt to climb another rung up the ladder which leads to greater recognition of the country weekly.

May BUILD WISCONSIN, your partner, help you in this attainment, is our sincere wish.

Many Badger Editors Issue
Colored Christmas Number

The many special Christmas numbers of Wisconsin country weeklies which have come to BUILD WISCONSIN during the past week bespeak the opportunities of which many editors have availed themselves.

The colored cover page has been utilized by fifteen editors to date. They are E. C. Clark, publisher of the ABBOTSFORD TRIBUNE, CLARK COUNTY JOURNAL, CURTISS ADVANCE and MILAN SENTINEL; M. M. Keller, editor of the SHAWANO COUNTY LEADER; Harvey Kitz, editor of the WINNECONE LOCAL; Frank B. Gessler, editor of the BANGOR INDEPENDENT; George E. Dixon, editor of the BRODHEAD NEWS; I. A. Kenyon, editor of the MELLEN RECORD; C. J. Mueller, editor of the JEFFERSON BANNER; F. A. Siebensohn, editor of the OMRO HERALD; F. S. Zintz, editor of the MT. HOREB TIMES; Richard E. Smith, editor of the PARK FALLS INDEPENDENT; Frank E. Pieper, editor of the HILBERT FAVORITE; C. L. Coward, editor of the LODI ENTERPRISE; and A. A. Roessler, editor of the WAUNAKEE TRIBUNE.

Editors Roessler and Mueller have each published two special Christmas editions with colored cover pages.

All of the publishers of country weeklies have had an increase in advertising in these Christmas editions. Many of them have spread the advertising over several issues rather than concentrating a large amount of it in one special issue. It is with a sigh of relief, however, that many publishers will welcome the passing of the holiday rush.

LAKE GENEVA NEWS TRIBUNE
Rounds Out First Year
As Community Paper

The LAKE GENEVA NEWS TRIBUNE controlled by the Home Publishing Company and edited by Arthur R. Todd completed its first year as a consolidated community weekly newspaper by publishing a special Christmas and anniversary number.

The first year proved to be eventful for the new paper. It expanded from six to seven columns and installed a new printing press and linotype. It was awarded third prize for front page make-up in the Wisconsin Press contest.

The TRIBUNE ranks high as a successful Wisconsin weekly because it caters to the needs of the community, Editor Todd points out. It carries a farm page devoted to the interests of farming and dairying and has special correspondents to gather the news from fifteen near-by towns.

During the past year, special editions were issued five times. The paper supported the Winter Sports Carnival, a Press Club at the High School, a campaign for equalization of tax assessments, an Armistice Day program, and a Pay Your Bills Campaign.

The TRIBUNE gave numerous prizes for essay contests among the school children for best decorated windows, for the best display of grain at the Bloomfield fair and for the first baby born in 1925.