The New Village

The building of roads and the establishment of farm homes is but one step in the land development work. The hundreds of new farmers must have a center where they can market their wood products and farm crops; equally important is a market where they can buy at reasonable prices, the supplies needed by the pioneer.

The average country town is a sad example of lack of town planning and inefficient merchandising. More attention should be given to development of our rural villages, for they should be the business and social centers of the surrounding community.

The new village of Ojibwa which is situated on a high bank overlooking the Chippewa River, has the possibility of becoming one of the most attractive and beautiful of all upper Wisconsin towns. The Town planners have taken advantage of the natural beauty spots and with the curved streets, boulevards and parks, Ojibwa has the proud distinction of being the first planned and carefully thought out rural town in the whole Chippewa Valley, if not in all Wisconsin. The establishment of this new village will make a market center for a territory of approximately 100 square miles that heretofore has not been supplied with railroad shipping facilities.

In the new townsite of Ojibwa, several miles of streets have been graded; a four span bridge constructed across the Chippewa River; twelve residences, a restaurant, a newspaper building, a warehouse, a large general store and a saw mill have all been built by the Company. The railroad station, which was built at the expense of the railroad company, is one of the most striking buildings of that type of construction on the entire Omaha line. A four room school and a number of other buildings are under construction. All buildings in Ojibwa have been designed by the supervising architects of the Company, and no future construction work will be allowed to proceed without the architects’ approval of plans. Considerable landscaping work has been done, and tree, shrub and flower planting has added to the beauty of youthful Ojibwa.
OF OJIBWA

Improvements of this sort can be effected only by planning definitely for them in advance. The “garden towns” that in some instances have been constructed in connection with some large industrial enterprises have, in a large measure, been possible only in connection with manufacturing plants; but here at Ojibwa every effort has been made to plan a distinctly rural village with as fine and harmonious a setting for future development as any urban enterprise.