

Build  
Stronger  
Business

# Build Wisconsin

Blanket  
the Home  
Community

Volume 3

Number 17

May 4, 1925

"The Little Partner of the Badger Country Weekly"

SIGNAL'S EDITOR EMPLOYS  
23 COUNTRY CORRESPONDENTS

By Frank Edgecombe of the GENEVA SIGNAL, Geneva, Nebraska.

**M**Y NEWSPAPER is published in a county seat. This county is twenty-four miles square and has 13,681 people in it, counting the babies.

We maintain a paid-in-advance circulation of 2600 copies, the year around. It averages a little higher in the winter and a little less in the summer. We have a simple, effective, weekly system for checking circulation. If a subscriber's time expires Thursday, he get his newspaper and if it expires the day before he does not - at least, until the day he renews. We carry no dead weight.

Covers County Completely

We cover our county completely. Adopting an advertising slogan, "There are reasons", we assumed that one of the reasons is the very complete correspondence system that enables us to cover all sections of our county so that we make what we claim and claim what we make, a county newspaper and the only one that makes any attempt to cover the county, being the only one in the county seat.

We have twenty-three agents. Of course, when you think of these figures, you must apply them to an agricultural community and not large agricultural institutions, as you would realize from the population.

We pay these agents for the news service in cash from two cents an inch to \$8.00 a month, varying the payments in accordance with the service performed and paying bonuses to those who are on the inch basis, if they deserve it. We have a very complete news service.

Has 23 Correspondents

About 25 to 30 per cent of our reading matter - varying, of course, according to circumstances - is correspondence sent in by our twenty-three agents. We compensate the agents further and some of them quite largely by commissions on subscriptions and advertising and job printing. Some of them send in considerable and nearly all send subscriptions.

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

We, of course, test out these problems in as nearly a scientific way as we know how. We have found that the better service we give in our local correspondence in any community, the more subscribers we gain and maintain and keep on our list in such a locality.

Charges \$2.00 per Year

These are the main features of our plan. Of course, publishers who have attempted to maintain an absolutely spot-cash advance payment of subscription without any first of the month business or anything of that kind, will agree they want the paper or they wouldn't pay the money, the \$2.00 a year. However, too few editors are following this business practice.

In order not to go beyond unreasonable space, we set each contribution solid except the county correspondence, which is general county correspondence. All of the towns in the county are well represented, and we set this material seven point.

We don't use any heads larger than ten point, single line ten point. That is the largest head that gets into our paper, although we use hundreds of heads when they are needed and they all tell something. They are full of action and help put the story across.

Back of a successful correspondence system must be careful editing. Elaboration is essential as is the ability to sense the news value and put it in the lead. This, of course, applies to all types of news material.

The editor must remember that country correspondence is also a town service. In fact, all of his readers want it.

---

LEAVES REEDSBURG TIMES  
NOW EDITING WAUSAU PILOT

**A**NYHOW, Wisconsin didn't lose him.

Bert Walters, late editor of THE REEDSBURG TIMES and formerly head of THE MOSINEE TIMES, has gone to Wausau where he is now editing THE WAUSAU PILOT. One of Wisconsin's most progressive editors is Mr. Walters. Both of the Badger weeklies with which he was formerly associated have been strong enterprising journals and they have built up a strong clientele in their communities.

In behalf of the Badger publishers, BUILD WISCONSIN wishes Mr. Walters great success in this Marathon county town.

CHANGE IN EDITORSHIP ON  
OCONTO COUNTY REPORTER

**N**O TIME was lost when Doyle L. Buckles assumed the editorship of THE OCONTO COUNTY REPORTER, replacing W. T. Comstock, who goes to Chicago to edit THE NATIONAL REAL ESTATE JOURNAL. Buckles comes to Oconto well drilled in country journalism, having served on several middle western newspapers. A graduate of the University of Kansas with an enviable war record, he also is known because of his activities in building better communities.

Editor Comstock who takes charge of the national publication of the Real Estate Association has done remarkable work in publishing THE REPORTER. BUILD WISCONSIN wishes him continued success in his new enterprise.

To Mr. Buckles, BUILD WISCONSIN hopes that his stay in the Badger state will be long and prosperous.

\_\_\_\_\_ 0 \_\_\_\_\_ 0 \_\_\_\_\_

HAMLEY CHANGES NEWS  
TO TRI-WEEKLY PAPER

**T**HREE times a week THE WAUPUN NEWS now greets Waupun folks. Gordon Hamley, publisher, has changed THE NEWS from a weekly publication to a tri-weekly publishing it on Monday, Wednesday and Friday. He is using the United Press Service lease and has secured Harry Spalding, formerly of THE FOND DU LAC REPORTER, to serve as editor.

The old subscription of \$2.00 a <sup>year</sup> will not be changed. THE NEWS is now 26 years old.

\_\_\_\_\_ 0 \_\_\_\_\_ 0 \_\_\_\_\_

BADGER WEEKLY NEWSPAPER  
LOOKING FOR A NEW OWNER

BUILD WISCONSIN has "inside" and confidential information that one of the live Badger weeklies will be offered for sale sometime soon.

It is located in a good center of a prosperous section, is alone in its field, and has great possibilities for development. Just for good measure we will add that two or more lines of state trunk highways meet in this town. If you are interested, tell us - if not, tell others.

\_\_\_\_\_ 0 \_\_\_\_\_ 0 \_\_\_\_\_

BOYCEVILLE WEEKLY  
ADDS NEW LINOTYPE

**A**BABY size issue of THE BOYCEVILLE PRESS was published by Editor H.K. Halvorson two weeks ago. The dead line for that week rolled around when THE PRESS force was engaged in installing a new linotype machine. In that issue, Halvorson said, "Our 'p's' and 'q's' are scattered in profusion all over the office and it was a hard effort to get enough type corralled to edit this limited amount of news."