

**Build
Stronger
Business**

Build Wisconsin

**Blanket
the Home
Community**

Volume 3

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"The Little Partner of the Badger Country Weekly"

FARM PROGRAM OF MISSOURI WEEKLY ATTRACTS ATTENTION



SO WELL is its farm news planned and handled that The Boonville Advertiser, Cooper county, Missouri, has stepped into the limelight as an outstanding weekly newspaper. Recently it won editorial comment in a national farm magazine for its adoption and support of a county program.

DeWitt C. Wing, editor of Breeder's Gazette and a widely known authority on what is right in farm news, says of this "Country cousin":

"The Boonville Advertiser, published at Boonville, Missouri, is one of the best weeklies in the United States, not only because it is full of well-written local news of interest to its urban and farm readers, but because it is energetically advocating in its county (Cooper) a constructive agricultural program. Its farm-reared and well-trained editor Edgar C. Nelson, in the current issue, phrases his 'county program' as follows: 'Better breeds and better seeds; more and better dairy cows; more boys' and girls' school clubs; increased clover and alfalfa acreage; more socials in the country, with town people assisting.'" All of which is all right, as a beginning. It proves that a country newspaper editor, with energy, enthusiasm and a vision worthy of a first-class community, may, if he will, devote himself to a cause of high social value.

"Mr. Nelson grew up in the county wherein he is doing his congenial, useful work, and expressing himself. The 'call' for the best that was in him did not come from a distant field: it was voiced by his own community, in which he is an inspiring, directive force. His newspaper, in its 80th year, is 'younger' than it has ever been before, and is deservedly prosperous, despite the fact that it has formidable competitors for patronage."

The editor of Build Wisconsin was interested in seeing the paper and wrote for a couple copies. We wish that we might produce some of the agricultural features in the issues which Editor Nelson sent us, but confine our approval chiefly to description.

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

Ears Say Something

The county program which Editor Wing mentions, appears in small type as an "ear" on the upper left of the first page. Besides that, on this first page there are two columns of news on the closing of the rural schools of the county, a picture and story of the champion spellers, and a note to the teachers thanking them for their support.

Page three has a boys and girls club story with a picture of the "Men and Women of Tomorrow".

: Goes into Rural Homes

Page 6 has $1\frac{1}{2}$ columns of news "Among the Farmers", of which these two are typical:--

"John W. Schlotzhauer & Sons, Billingsville, sold to Schuster & Brownfield, last week, forty head of 1190-lb. cattle, for which they received \$9.50 per cwt. These cattle were purchased of Dr. W. H. Elliott, of Bunceton, last November at \$5.50 per cwt., and at the time weighed 900 lbs. The lot was fed on silage, clover hay, and meal."

"A. G. Wolfe, manager of the Pleasant Green Farmers' Shipping Association, shipped a carload of hogs to St. Louis market Monday. Those contributing to the load were: F. C. Read, eight head averaging 264 lbs; J. W. Walker, ten, 261; John Stephens, one, 360; J. W. Mayfield, eighteen, 202; Virgil Quint, five, 183; Will Quint, five, 179; John Freiss, twenty-six, 274; F. A. Schupp, one, 355; John Kemp, one, 400."

Strong Ad Department

At the top of the want ad column is this announcement:--

"WANT ADS PAY - and cost little. Ten cents per line for first week and five cents per line for each week thereafter. Count six words to the line."

In the other issue there was a column of

LIVE STOCK ITEMS GENERAL FARM NEWS

on the front page. Items about a school teacher who took her grain judging

team to a junior farmers week; poultry thieves; radios in Cooper county; a new farmer and livestock notes are the high spots of this column and nearly a full column on the back page.

Active Editorial Policy

The editorial page carries an editorial on Secretary W. M. Jardine's statement that the farm problem touches the interest of the city even more than the rural districts. The farmer can always produce enough to maintain himself and his family. It is the city man who will have to worry about the food supply.

BUILD WISCONSIN feels that much credit is due Editor Nelson and that he is deserving of the mention given his publication.

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Clark County Newspaper Installs New Typesetter

BY purchasing a new typesetting machine William Wagner & Son, publishers of THE THORP COURIER, have greatly increased the efficiency of their plant. In order to handle the new machine in the most modern manner, William S. Wagner, the son, has been taking a course in operating this type of a machine at a Chicago school.

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"The magic trinity that spells home for humanity is country, community and opportunity. The youth of a people are their main resource. And as the rural environment best conserves and develops the human element, our nation can attain fulfillment only as the lot of the farmer is made to shine in the eyes of the aspiring youth alert for largest opportunity. The present exodus of youth from the farm has a grave portent not mainly because it threatens a scant food supply and the want of an ample volume of raw material for the channels of commerce and for the transforming capacities of our factories but it means a dwindling of our national promise."