
DANE COUNTY HISTORICAL SOCIETY

NEWSLETTER



The Dane County Historical Society Office and the Otto Schroeder Records Center are located in the lower level of the Lussier Family Heritage Building on Lake Farm Road just south of the Beltline near Lake Waubesa.

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Newspaper Clipping Files at the Otto Schroeder Records Center

By Mary Clark

Newspapers articles are a tremendous source of primary material on local cultural and historical topics. By definition, any individual newspaper article whether read online or held in your hand will provide news or information of some kind. But taken over a period of time, newspaper clipping files can provide a valuable record of the development and growth of a community. The Otto Schroeder Records Center houses several such newspaper clipping files.

Paper Clippings vs Electronic Newspapers

In this electronic age, I profess to still be a fan of the old-fashioned newspaper clipping file. For over 100 years, many libraries, archives, governmental institutions and newspaper publishing companies have been collecting and maintaining newspaper clipping files. With the emergence of microfilm preservation, and more recently of online editions of newspapers, some of these institutions have now closed or discarded their paper-based clipping collections. There are some library professionals who would argue that newspaper clipping files are a waste of time and space. They would contend that clipping and filing takes too much time; or that clipping files are cumbersome to maintain and store; or that large folders of clippings are difficult to access; or that since back issues of many newspapers are now available and indexed online or in microfilm format, the clipping function is no longer needed.

Yet, many institutions do continue to maintain paper-based clipping collections, and they will likely do so in the future. The Otto Schroeder Records Center falls into this category for several reasons. Although some historical researchers are interested only in the pure text of an

article, others are after a different level of authenticity, or additional visual information. The typography, the layout, the pictures that accompany an article, the impression of the whole page – much of this information is lost in the full-text newspaper databases. As long as paper editions are the main distribution media of newspapers, it will make sense to collect clippings of those print editions. In addition to searching for specific facts, paper clipping files can also provide the researcher with a collective perspective of local thought in days past. So the value of a physical clipping file lies not only with the specific news topics or information contained therein, but also with their value-added artifactual component. Browsing through a clipping file can give one a real sense of the mood of the day on any topic or aspect of life. A clipping file can also divulge a lot about the particular person who clipped, collected or assembled it.

Users tend to like browsing through clippings. Some users are not comfortable with or have difficulty accessing information online or in microfilm. And

Continued on page 2

INSIDE THIS ISSUE

- 1-5. Newspaper Clipping Files
5. New and Returning Members
5. Memorial Donations to DCHS
6. Stories from FORWARD! "Ella Wheeler Wilcox"
7. Blue Mounds Society Hosts Rendezvous
7. DCHS - Membership Information and Dues
7. FORWARD! Order Form
7. Dane County Bookshelf
8. President's Message

Newspaper Clipping Files (*Continued from page 1*)

although microfilming and electronic digitization are important for preservation of old newspapers, their access and use can occasionally still be limited by blurred or smeared filming, by imprecise Optical Character Recognition (OCR) from old prints, or by lack of adequate indexing.

However, these are not the only reasons why I am optimistic about the future of clipping archives. The real reason rests with the overall role that I think libraries and archives will play in the future. The information society of the future will not suffer from a *lack* of but rather from a *surplus* of information. We already see this with the explosion of information on the Internet. (Search "Dane County history" in Google and you will retrieve over *one million* hits – most of them not relevant!!). Distinguishing relevant from non-relevant information will, therefore, always be one of the main functions of librarians and archivists. They clip, just like they do any collection development, to reflect the focus and the specific goals and interests of the collector or the specific library. It has always been the job of librarians and archivists to select from a wide range of available information, those specific items or articles that are related to the subject of the collection. The archives collection in the Otto Schroeder Records Center contains a rich vault of information, but it is mostly very specific and deals with a very narrow focus, i.e. Dane County history. Even as the majority of users may be able to use electronic information resources, I expect those that are not specialists, will always prefer a system where librarians have reduced the complexity to a degree which allows them to access relevant information in a comfortable way. That is what newspaper clipping files do.

Clipping Files at Otto Schroeder Records Center

The various clipping files in the Society's Otto Schroeder Records Center span a period from 1849 up through this week in 2006. Each collection presents its own picture of Wisconsin or of Dane County. These clipping files give us a unique journalistic record of the political, economic and cultural life at the end of the nineteenth & twentieth centuries in Dane County and Wisconsin.

Together, the newspaper clipping collections in the records center contain literally thousands of newspaper and magazine clippings about people, places, and subjects relating to the history of Dane County. Virtually every facet of life is covered from the local view on national events to very specific local issues. In addition to articles about major events affecting the county as a

whole, are articles about individual cities and citizens in the county. The collections represent highly selective clipping of a wide range of local newspapers occurring over the past one hundred and fifty years. Collectively, the various newspaper clipping collections include articles from the *Wisconsin State Journal*, *The Capital Times*, (and their many and varied predecessor newspapers), *Madison Magazine*, *Isthmus*, and a number of local area papers. The files cover large and small issues affecting Dane County and our part of the state.

Each of the collections is arranged and sorted in its own unique way, which also says something about the person or persons who created or maintained the files. The subject headings used in these clipping files are generally broad in nature, e.g., "AGRICULTURE," "HIGHWAYS AND BRIDGES," "HOUSING." The subject organization has tended to vary somewhat over the years. Exceptions were made to the broad subject heading rule when a major event or issue generated a large number of follow-up articles, e.g., Sterling Hall Bombing, Waunakee Centennial, or Monona Terrace Controversy.

Although Dane County Historical Society is not currently thinking of scanning or digitizing these clipping files due to copyright issues and cost, the Society is exploring ways of indexing one or more of the clipping collections, and making that index available electronically. This would make the individual articles easier to locate. So while any future index may be made available over the web, the actual paper-based clipped newspaper articles remain available for reference use only at the Otto Schroeder Records Center.

Some of the more interesting clipping collections in the Otto Schroeder Records Center are the Pickering Collection, the Municipal Reference Clipping Files, and a collection that is simply referred to as the Dane County Clipping File, to name a few. There are other clipping collections found in the archives as well. In this newsletter and in subsequent issues, I will try to provide a window into some of the content and character of the clipping collections in the Society's Otto Schroeder Records Center. The first collection we will delve into is the Custer Clipping Collection.

Custer Clipping Collection

- Size of the file: 6 large archival records boxes / 169 folders / thousands of clippings.
- Years Covered = 1849-1879
- Newspapers clipped = *Wisconsin Argus & Democrat*, *Wisconsin Statesman*, *Wisconsin Patriot*, *Wisconsin State Journal*, to name a few.
- Subjects = Wisconsin

Newspaper Clipping Files (*Continued from page 2*)

The Custer Clipping Collection is a large collection of newspaper clippings that came to the Otto Schroeder Records Center by way of the State Historical Society, which had no room to store and maintain this large newspaper clipping file.

Frank S. Custer was a local historian and newspaper reporter. He passed away in 2000 at age 88. A Madison native, he was a veteran reporter of *The Capital Times*, where he was the author of the popular "Looking Backward" column, in addition to writing a variety of feature articles. Custer was known as a walking encyclopedia of Madison history. He developed popular lectures and slide shows, which he presented to organizations and schools around the area. He also later wrote Madison history articles for *Madison Magazine* and *In Business*. The clippings in this file were presumably where he got some of his inspiration and background information for his writings and presentations.

Unlike many newspaper clipping collections, the Custer clipping file is not arranged by subject. Rather, it is meticulously organized by date and by newspaper name. The folders contains article after article of mundane "news." Sometimes the whole front page was clipped and saved. More often individual articles or advertisements, no larger than an inch or two, were clipped and filed.

Newspapers from that time period were made of rag cloth paper. In most cases, rag paper needs nothing extra done to preserve it, other than acid-free storage. Later on, newsprint was made from wood pulp. Acid residue in the manufacture of wood pulp paper contributes to breaking down the fibers of that paper. It is not uncommon to see more recent newspapers becoming brown and brittle; but the clippings in the Custer Collection are still white in color and remain in fairly good condition.

Browsing back into the earliest folders of the Custer clipping file not only tells us about our state and our county, but also provides us with a vivid picture of newspaper publishing at the time, and reminds us of the format and function of newspapers when our county was still young. You can see a steady progression of the various newspaper name changes throughout the period as newspapers were started up, got bought, merged with

other papers, or ceased publication: From *Wisconsin Argus* in 1849 up through the *Wisconsin State Journal*.

Dane County was a frontier place in the 1850s; the County having only been organized less than twenty years prior in 1839. In *The Story of Madison*, by Reuben Gold Thwaites (Madison, Wis.: Purcell, 1900), we learn of Dane County at its beginning: "In the summer of 1836 there were, so far as is now known, but five white men residing within the region comprised in the present county of Dane."

Thwaites also gives us a vivid picture of Madison just 10 to 20 years later. "At the period we are considering [1846-1856], three-fourths of the village site was covered by trees and hazel-brush, and everything was in a crude condition. The village hogs slept at night in the cellars of the Capitol, and the park itself was a mere jungle of wild grass, scrub oak, and bushes. The habits of the settlers were simple; their wants were easily satisfied; very little money was in circulation; the county and Territory paid its officials salaries and other dues in scrip, which was seldom negotiable at par; social life was purely democratic in its character, doors and windows were unfastened at night, because there was but little worth stealing and thieves and tramps had not yet been attracted hither. Postage was 25 cents for a single sheet, hence there was little correspondence with friends left at home in the East. The journey to Madison from New York State, or New England, was a two weeks' laborious trip, by lake to Milwaukee, thence by foot or stage nearly a hundred miles across the country. The Wisconsin Capital was a primitive backwoods hamlet, far removed from the centers of civilization, and as yet had not materially changed the aspect of nature on the interlacine isthmus. Not over half a dozen houses had been erected westward or northward of the Capitol square; and the forest northeastward remained unbroken below."

So this was the pioneer environment that produced the newspapers clipped by Custer. The newspapers of the day were not easy to read. They were formatted in six or seven columns across, like our modern counterparts, but they were hand set in very tiny print. The journalistic style of the day was wordy, conversational, and sometimes preachy. The earliest papers were weeklies. There were very few pictures, especially in the

DANE COUNTY HISTORICAL SOCIETY NEWSLETTER: The Dane County Historical Society Newsletter is published quarterly (Spring, Summer, Fall, Winter), with submissions due 15 days earlier. Reader reviews, testimonials, flak and flattery, are also welcome. Send to: Howard Sherpe, Editor, DCHS Newsletter, 1017 Chieftain Lookout, Madison, WI 53711. E-mail: skjerpe@chorus.net

Mary Clark, President, DANE COUNTY HISTORICAL SOCIETY

Newspaper Clipping Files (Continued from page 3)

early days. Occasionally a line drawing or an advertisement in a different font type would break the monotony of the printed word. The "news" often consisted of local announcements, advertisements, legal notices, legislative transcripts, marriage records, foreclosure notices, "business cards," real estate sales from the Register of Deeds, train timetables and the like. National news was formatted in a column called "By Telegraph." You had to be a serious reader to get information from those newspapers.

The clippings in the Custer Collection include many advertisements. These ads were not just clipped incidentally along with, or on the back of other, news stories. They were specifically clipped and trimmed. Custer obviously felt that the advertisements from these old newspapers were worthy of keeping in their own right, as they tell a story of their own. They do their part in telling us a good deal about the daily life at the time.

The early Wisconsin newspapers were full of advertisements and announcements of new shipments of goods just received (See three examples of clippings below). Making a trip into Madison from the surrounding county areas was not easy, so customers needed to be assured that the newest goods and supplies would be there when they came into town. Without the benefit of any illustrations, the advertisements had to convey the full assortment of goods in terms that would bring settlers to their establishments. Ad copy tended toward the narrative and tried to induce excitement. The advertisers turned a phrase that would make modern day advertisers jealous. "GREAT EXCITEMENT," "Still Larger than Ever!", "FANCY FIXENS for Ladies and Gents" PANIC PRICES IN DRY GOODS," "Cheapest Bill you ever did!!", "The Greatest Slaughter Sale of Dry Goods."

A decade later, one of my favorite columns in the early Madison newspapers was the "Local Matters" col-

Still Larger than Ever!

HONN & WARD,

DRUGS AND MEDICINES

Paints Oils, Dyes Surgical instruments separate and in cases, Trusses, Tooth Keys, Dentist tools, Lancet spring and thumb.

Our stock of Drugs and Medicines cannot be surpassed in the West for quantity, quality and cheapness.

Physicians may rely on being supplied with medicines at prices that cannot fail to suit, besides the advantage of having the largest stock in the West to select from, no small consideration to those wishing to purchase.

FANCY FIXENS

for Ladies and Gents, French perfumery one thousand and one varieties, fancy soaps hair, tooth, nail, flesh, clothes and hat brushes; genuine walnut oil, military shaving soap, shaving cream, Scotch hones and razor strops, razors &c.

We will keep constantly on hand at the lowest rates, window glass, putty, whiting, paris white, white and red led, venetian red, spanish brown, chrome yellow, and chrome green, paris green, umber, terre, de senna, turpentine, linseed oil, lithridge, paint and varnish brushes Coach furniture, varnish, japan and everything in the painters line.

A Large and carefully selected stock of

GROCERIES

at wholesale or retail, and none but the best. Our green, black, gunpowder, old hyson and imperial teas, are acknowledged by all who have tried them (which is not a few) to be the best flavored and cheapest ever steeped. All grades of sugars. Old Gov. Java and Rio coffee, tobacco, pepper, spice, ginger, molasses, lurup rice, herring, tallow and sperm candles, soap, lamp oil, raisins, figs, fig paste, prunes, pressed citron, choice confectionaries for parties, jujabee paste, catsups, &c.. It would fill a large volume to enumerate all the articles kept by us.

Pure Brandies and Wines for medicinal purposes only.

We are agents for all the best patent medicines.

In fact if you want to buy anything except dry goods. Call at

HONN & WARD'S.

Madison, June 17, 1850. n4

PANIC PRICES
IN
DRY GOODS,
FROM
Auction in New York

AT
JOHN L. BARTELS,
No. 2, United States Block, Madison.

THIS BEING THE
GREATEST SLAUGHTER SALE

OF
DRY GOODS

For the past ten years, and not being able to replace the majority of the above goods at the same figures, I advise all to call at once, and not lose your chance to buy the

Cheapest Bill you ever did.

REMEMBER THE PLACE.

JOHN L. BARTELS,
No. 2, United States Block,—old stand of Dick-
inson & Bartels. 661je3d1w

GREAT EXCITEMENT
AT THE
ARCADE!!!

THE subscribers have just received from New York one of the largest and best selected stock of goods

Ever brought into this Market.

which are now being sold at greatly reduced prices. Our stock consists in part of the following goods, to wit:—

Staple and Fancy Dry Goods, Heavy and Shelf Hardware, Boots and Shoes, Paints, Oils, and Dye Stuffs Glass and Glass Ware, and almost all kinds of goods usually kept in a Country Store, are kept here.

As our stock was purchased very low we have determined to sell goods at the lowest possible prices, and not be

Undersold by any one.

We would not have you take our word for this but respectfully invite you to

Come and judge for Yourselfs,

as we make no charge for showing goods. Now friends if you desire to become rich on a short notice,

COME TO THE ARCADE

where the thing will be done brown and n mistake.

Come one, Come all

Come and buy goods freely with your money wheat, oats, buckwheat and wheat flour, corn meal green and dry hides, wool, firs and pe tries, butter and cheese, &c.. &c.

SEYMOUR & VARNEY.
Madison, Nov. 12, 1849. n13

Newspaper Clipping Files (Continued from page 4)

umn. In this column, rather than reporting on the important legislative, governmental or news issues of the day, the paper reported about goings-on around the town. People lived far apart in the county and worked hard, so we can imagine that any news of other area settlers was welcomed. Local matters often included information about who was in town and what they were doing.

On Saturday April 6, 1867. – The column announced that “The ladies who wish to send east for anything particularly choice or beautiful for their adornment, will not forget that Mr. Sullivan leaves for the east Monday and will be happy to execute any commissions.”

On Wednesday May 15, 1867. The caption headline said **ATTEMPTED SUICIDE.** – We learn the sad story of a Madison women “residing on State street, in the Fifth Ward” who attempted suicide by taking opium. After giving the particulars of the story, the editors go on to admonish the husband of the woman: “We trust the husband, seeing how liquor has driven his wife to despair and nearly bereft him of her, may henceforth abstain from its use.”

On May 31, 1867. Under the caption of **PERSONAL:** – Reports of a young man traveling through the area “purporting” to be the nephew of Stonewall Jackson.

STATE JOURNAL.
LOCAL MATTERS.
OFFICIAL PAPER OF CITY AND COUNTY
WEDNESDAY, MAY 15, 1867.

ATTEMPTED SUICIDE.—We learn that Mrs. STEPHENS, residing on State street, in the Fifth Ward, attempted, yesterday, to commit suicide by taking opium. Her husband keeps a little store, and has a strong appetite for liquor, which steals away his reason and makes him act like a brute. This was the case this week, and his wife, after going to a neighbor's to spend the night, not daring to remain at home, on her return yesterday, in the absence of her husband, sent one of her children, of whom she has three, the oldest 10, to a drug store to get some opium, which she took, and writing a note that she wished her daughter to have her things, became insensible. Her husband coming home and finding her sleeping an unnatural sleep, learning that one of the children had brought her something from the drug store, and prompted to suspect the truth by remembrance of a former attempt at self-destruction, immediately went for Dr. A. J. WARD, who, by the use of powerful emetics, succeeded in freeing the stomach of the woman of the poison, and restoring her to her family.

We trust the husband, seeing how liquor has driven his wife to despair and nearly bereft him of her, may henceforth abstain from its use.

PERSONAL.—A “Maj.” D. P. JACKSON, claiming to be a nephew of “Stonewall” JACKSON, arrived in this city yesterday, purporting to be traveling through the North to obtain aid for the destitute people in Georgia. He wore a hat of antique pattern and prodigious brim, such as would befit a planter, and he was very desirous of addressing the people here. The City Hall being engaged for the evening, he secured the good offices of Mayor SARNOW to procure the Assembly Chamber. In the absence of the Governor, the Secretary of State was applied to for the Hall. Gen. ALLEN was not satisfied, however, that “Maj.” JACKSON was what he purported to be, and thought it would be improper to open the Assembly Hall to a person for whose antecedents and present business he had no satisfactory vouchers, and who might very possibly be an imposter. The “Major” was thereupon offended, and took the coach train eastward. Persons traveling for the purposes he claims to be, would do well to bring with them credentials from the military commander in their state. The people of the north will give liberally and willingly to relieve real destitution in the south, but they cannot be expected to open their purses to every adventurer who comes along wearing a broad-brimmed hat.

— Gen. E. S. BRAGG was in the city to-day.
Mr. HENRY K. SMITH, of the Milwaukee

The Custer clipping collection is the oldest clipping file in the Otto Schroeder Records Center. In the next issue of this newsletter, we will explore and describe some of the items in the newest clipping file; in fact the Dane County Clipping File is an open and active clipping file and is still being added to currently, as we document Dane County's history today.

NEW AND RETURNING MEMBERS

Welcome Aboard!

The following members are either new or returning members to Dane County Historical Society in 2006. We are pleased to welcome them and appreciate their support.

- | | |
|--------------------------------------|---------------------------|
| Karen Baumann | Bart Morricks |
| Otto Festge | Stefanie & Joshua Morrill |
| Anita J. Gurda | Mr. & Mrs. Stan Nichols |
| Peter Elling Johnson | Phyllis Mae Pett |
| Ronald Kleine | Marjorie Westergard |
| Middleton Area
Historical Society | William P. Wolfe |

MEMORIAL DONATIONS TO DCHS

\$50.00 - In memory of Ethyl Cable (Stevens Point, WI), mother of Dick & Marlene Cable, given by Joanne Jensen.

\$50.00 - In celebration of Jill and Pete Cerniglia, on their 50th wedding anniversary, given by Joanne Jensen.

\$50.00 - In honor of Madison Central High School, class of 1956 50th Reunion, given by Joanne Jensen.

Memorial donations of any amount are greatly appreciated. Your gift in honor or in memory of a friend, family member, or event would be most appreciated and will help support the work of the Dane County Historical Society. A memorial card will be sent to the family if an address is provided.

Dane County Historical Society presents:
STORIES from FORWARD!
“Ella Wheeler Wilcox: Poet and Progressive”



Ella Wheeler Wilcox (WHi (X3) 24847)

An interesting cultural figure during this period is the poet Ella Wheeler Wilcox. Widely read toward the turn of the century and viewed by many as Wisconsin's most famous poet, Wilcox grew up in the Town of Westport. Born November 5, 1850, in the village of Johnstown in Rock County, she was the daughter of Marcus H. Wheeler, who settled a farm in section 2 in the Town of Westport during the spring of 1852. He later ran a country store at Token Creek.

She became a published author at the age of fourteen. Her poetry, sentimental and conventional by later standards, won her wide acclaim and attracted the attention of her poet contemporary, James Whitcomb Riley. Her writing career accelerated when Charles Dana of the New York Sun denounced her *Poems of Passion* as immoral and thereby created an instant demand for copies.

Following her marriage to jewelry salesman Robert Wilcox, she left Wisconsin. Her apartment in New York and seaside home at Short Beach, Connecticut, became literary salons where she entertained celebrity friends such as violinist Ole Bull, the naturalist Luther Burbank, and novelist Jack London. Newspaper magnate William Randolph Hearst sent her to Europe as a correspondent and his papers carried her syndicated advice column.

She wrote her most famous poem, “Solitude,” while a house guest of Madison Judge Arthur Braley. En route to Madison to attend the inaugural of Governor Jeremiah Rusk, she was inspired by a sad-faced woman riding in the same car to pen the now immortal lines, “Laugh and the world laughs with you, Weep, and you weep alone...”

Wilcox was an advocate of women's suffrage and temperance. She wrote several poems decrying the vice of alcohol consumption, including a poem, “The Brewer's Dog” reprinted in the Anti-Saloon League Newspaper in 1912.

During World War I, she involved herself in patriotic war work in France. She died of complications from cancer at her home in Short Beach on October 30, 1919, at the age of 69.

Solitude

LAUGH, and the world laughs with you;
Weep, and you weep alone.
For the sad old earth must borrow it's mirth,
But has trouble enough of its own.
Sing, and the hills will answer;
Sigh, it is lost on the air.
The echoes bound to a joyful sound,
But shrink from voicing care.

Rejoice, and men will seek you;
Grieve, and they turn and go.
They want full measure of all your pleasure,
But they do not need your woe.
Be glad, and your friends are many;
Be sad, and you lose them all.
There are none to decline your nectared wine,
But alone you must drink life's gall.

Feast, and your halls are crowded;
Fast, and the world goes by.
Succeed and give, and it helps you live,
But no man can help you die.
There is room in the halls of pleasure
For a long and lordly train,
But one by one we must all file on
Through the narrow aisles of pain.

Blue Mounds Area Historical Society to Host Rendezvous

I'd like to invite Dane County Historical Society members to join the Blue Mounds Area Historical Society for an event we are hosting this fall.

**Saturday October 21 noon
through Sunday October 22 noon.**

Area Rendezvous enthusiasts will be set up at Brigham County Park just north of the village. There will be ongoing demonstrations of tanning, spinning, quilting, hatchet throwing and others.

We hope you can join us!

If you would like more information contact:

Cindy Downs, President
Blue Mounds Area Historical Society
www.madison.com/communities/bmahs
608-437-4688

On September 17th, we had a float in the Festival of the Mounds Parade in the village of Blue Mounds. Members from the Old Lead Region Historical Society took part dressed as Michigan Militia as our entry centered upon Fort Blue Mound. Also our society hosted a display of fort artifacts in conjunction with the State Historical Society.

DANE COUNTY HISTORICAL SOCIETY

Please renew your membership if you have not already done so. Your continued interest and support enables the Society to carry out its goal preserving Dane County's heritage for tomorrow's generation.

(Circle your choice.)

Individual - \$17.00

Family - \$23.00

Contributing - \$45.00

Sustaining - \$65

Business/Professional - \$80

Student - \$10.00

Local Historical Society - \$30.00

Make your check payable to: Dane County Historical Society.

Mail to:

Dane County Historical Society
3101 Lake Farm Rd. • Madison WI 53711

The Dane County Historical Society has an office and archive room in the lower level of the Lussier Family Heritage Center, Lake Farm County Park at 3101 Lake Farm Road.

Phone: 224-3605

e-mail: danecountyhistory@sbcglobal.net

Dane County Historical Society Presents FORWARD! A History of Dane: the Capital County

FORWARD traces the history of Dane County through the twentieth century. As home to state government, Dane County history provides background and insight into the development of Wisconsin throughout this period. The book was researched and written by Allen Ruff and Tracy Will. Tracy Will is well known to many Wisconsinites as one of the hosts of the popular television series, *Wisconsin Stories*, developed cooperatively by Wisconsin Public Television and the Wisconsin Historical Society. The first published history of Dane County in nearly 100 years is replete with fascinating details and rich graphics. It has over 400 pages of text, hundreds of pictures, complete index, maps, photos, and graphics enliven the text.



I would like to order ____ number of copies:

Historical Society Members @ \$26.95 each \$ _____

OR Non-Members @ \$29.95 each \$ _____

Shipping and Handling: Add \$3.00 per copy \$ _____

TOTAL ENCLOSED \$ _____

Mail to: DCHS, 3101 Lake Farm Rd., Madison, WI 53711

If you wish to pick up the book in person to save shipping and handling charge, please call DCHS (224-3605)

Dane County Bookshelf For Your Information

Occasionally, the Society hears about recent publications related to Dane County. The following books have not been reviewed or endorsed by the Dane County Historical Society, but we wanted to pass these titles along for interested members. If anyone knows of additional new publications about Dane County, its history or its people, please pass them on to us; we will try to list them in this column. If anyone would like to donate books, town or family histories, or other publications about Dane County to the records center, please let us know.

Madison Women Remember: Growing Up in Wisconsin's Capital by Sarah White, author/historian and a Madison resident. 2006. 128 pages (200 photos). Available from Arcadia Publishing.

Malone School: District No.2, Springdale Township by Joy Green. 90 pages. Available from the author, 4000 Barlow Rd. Cross Plains, WI 53528.

Theodore Arthur Waterman, 1892-1985: His Life and Genealogy by Ruth Virginia (Smith) Waterman. 2003. 217 pages. Author indicates this book is not for sale; available in the Otto Schroeder Records Center collection.

Dane County Historical Society
3101 Lake Farm Rd.
Madison, WI 53711

Non Profit
Organization
U.S. Postage Paid
Madison, WI
Permit No. 739

President's Message



Mary Clark

The DCHS Board of Directors has begun the first phase of a strategic planning process. There is a difference between regular long-range planning and strategic planning. In long-range planning an organization takes its current situation and projects it out over multiple years in order to budget and plan activities in advance. Every organization does (or should be doing)

long-range planning. However, with the strategic planning process, we hope to focus our energy and to assess the Society's direction in response to a changing environment. You will see more on our strategic planning

process in upcoming newsletters as we progress toward a final written strategic plan, which we hope to share with the membership at the annual meeting in 2007.

One thing that we are planning is a change in our fiscal and membership year. Currently, the membership and fiscal year for DCHS run on a very unusual May to April schedule. This has sometimes made it confusing for budgeting and financial reporting; and has also been a little confusing for members to remember when to renew for the next year. So starting in 2007, we will begin with a calendar year membership (January through December). Don't worry! If you are a 2006 member, we plan to compensate for the shortened membership year with some special "perks" for you.

Mary Clark, President

The Dane County Historical Society Newsletter is published quarterly by the Dane County Historical Society and printed by The Printing Place. To subscribe please write the Dane County Historical Society, 3101 Lake Farm Rd., Madison, WI 53711.