

Marshfield News-Herald

Gilda Gray was starring in "Cabaret" at the Adler Theater. The Eli Rice band was playing at Wildwood Park. You could buy a five-cent bottle of Mt. Cabin from the Marshfield Brewing Company, or potatoes for 49 cents a peck at Weber Brothers Meats and Groceries. And the Ringling Brothers and Barnum & Bailey Circus drew 15,000 people to the Marshfield Fairgrounds.

Those were among the headlines and the advertising promotions in August 1927 when the Marshfield News-Herald nameplate made its debut. It became the city's second daily newspaper, when F. E. Noyes of Marinette, the major stockholder; and his son, I. L. Noyes; Howard A. Quirt of Ironwood, Michigan, who would serve as editor, publisher and general manager; and Siegel Mayer of Ironwood, who would direct advertising; began their publishing operation in Marshfield.

The new owners purchased the Marshfield Daily News, which was founded in March 1921, from E. S. Bailey and G. V. Kraus.



News-Herald Delivery Truck (News-Herald Photograph, North "Wood County Historical Society)

The News-Herald's roots run deep -- tracing to a cluster of weekly newspapers that were published in the community. Bailey owned the weekly News and Kraus managed The Wisconsin Hub, which acquired the Marshfield Times, which was distributed in the community starting in 1879. A week after the purchase of the Daily News, the new owners also acquired the Marshfield Herald, a weekly, from White Printing Company. Thus emerged the News-Herald name and the consolidation of the three English language weekly newspapers that were linked to the growth and history of early Marshfield.

The News-Herald promised to publish at least eight pages a day, including a magazine-type feature story, which started out as "The Penny Princess." It used The Associated Press news wire, which then provided 12,000 to 15,000 words daily.

The type for the newspaper, operating out of a remodeled office at 108-112 West Second Street, was produced on Linotype machines, whose best operators could probably produce eight or nine lines of lead type per minute at top speed. When the new paper was born in 1927, it had about 4,000 subscribers.

It was a year when Calvin Coolidge announced that he wouldn't run for re-election. When the phone number to the newspaper's office was 266. And a yearly subscription to the paper cost \$3.

The newspaper operated independently until Forward Communications Corporation began acquiring its stock in 1965. By 1967, Forward acquired full ownership, the News Publishing Company was liquidated and the newspaper became a division of Forward, a radio and TV company based in Wausau. Forward was an outgrowth of the Wisconsin Valley Television Corporation, founded in 1954 to create the region's first TV station, WSAW Channel 7.

The News-Herald operated under that ownership until 1983, when Forward properties were sold to the Wesley Corporation, a holding company in the heyday of leveraged company buyouts, headed by former United States Treasury Secretary William Simon.

After a year, that group sold to Ogden Newspapers, a third-generation, family-owned company that owned and managed a number of small newspapers from its home base in Wheeling, West Virginia. Ogden exchanged the News-Herald for properties in the Upper Peninsula of Michigan in 1996 and the newspaper became a member of the Thomson Newspapers family, a marketing and communications company based in Stamford, Connecticut. It is a division of The Thomson Corporation of Toronto, Canada. Today the News-Herald operates within Thomson's Central Wisconsin Strategic Marketing Group (SMG), which also includes the Wisconsin Rapids Daily Tribune and Stevens Point Journal. It is one of eight Thomson newspapers in Wisconsin and also has close ties to the Winnebago SMG based in Appleton.

The News-Herald has operated from its present building at 111 West Third Street since February 1953. Of interest, part of the site of the present building was where the Marshfield Demokrat, a German language weekly newspaper, was published from May 1889 to April 1921.

Besides ownership changes, the paper has undergone a lot of technological changes, too. Off-set printing began when a new press was installed in 1974. And Linotype machines were replaced by cold typesetting machines and eventually computers.



Marshfield News-Herald, 111 West Third Street (News-Herald Photograph, North "Wood County Historical Society)

Today, the News-Herald is entirely computer generated. Its stories are written and its ads created on computers. Pages are designed on computer in a process called pagination. In the spring of 1999, Marshfield's press and mailroom were shut down and pages began to be transmitted electronically to a larger printing facility in Stevens Point. Daily papers are transported by truck back to Marshfield during the noon hour each day and early mornings on weekends.

A new, combined regional Sunday edition - involving the three SMG properties in partnership with the award-winning Appleton Post-Crescent made its debut in April 1999.

Today's News-Herald has about 15,000 subscribers weekday afternoons, in this community of 20,000 and serves readers in a four-county area of central Wisconsin. Its expanded Saturday morning edition has about 17,000 daily subscribers and buyers. The Sunday morning edition has the potential of reaching at least 45,000 households.

Through the years, the newspaper has undergone a number of facelifts. The newest design, which features bet-

ter packaging and a lot more color elements, made its debut in September 1998.

In addition to the newspaper, the SMG publishes a number of special products, including a Marshfield Visitors Guide; Cover Story, a free weekly entertainment newspaper, and a weekly Central Wisconsin Jobs bulletin. Green Bay Packers sections, which are published twice a week, also have been popular during the pro-football season.

Newspaper History In Marshfield

Oct. 22, 1879--Marshfield Times weekly started by editor Charles H. Clark as north Wood County's first newspaper.

1882--Marshfield Gazette launched by Dr. I. W. Hanna and Attorney A. E. Deming.

1883--Times and Gazette merge to form Times & Gazette

1884--The Democrat, a German language newspaper is started to serve the large flow of German immigrants into the community. The name was changed to the Wochenblatt in 1921 and the weekly eventually became the Marshfield Journal. It stopped publishing in 1951.

1889--Marshfield News launched by Adam Paulus and John P. Hume

1911 --Marshfield Herald started by John H. White

1920--Wisconsin Hub, a new name of the Marshfield Times, started by G. V Kraus

March 7, 1921--Marshfield Daily News (city's first daily) begins publication after merger of the Wisconsin Hub and Marshfield News, by E. S. Bailey and G. V. Kraus

Aug. 1, 1927--News Publishing Company purchases The Daily News. Its owners are F. E. Noyes and his son, I. L. Noyes of Marinette, Howard A. Quirt of Ironwood, Michigan and Siegel Mayer of Ironwood, Michigan.

Aug. 8, 1927--News Publishing Company purchases the weekly Herald and the Marshfield News-Herald name plate is born and publication begins.

1967--News Publishing Co. is liquidated and ownership is transferred to Forward Communications Corporation.

October 1983--Marshfield News-Herald is sold to Wesray Corporation. The ownership transfer to a new division, Wesray Communications Inc., was completed December 27, 1984.

1985--The News-Herald was sold to Ogden Newspapers, a family-owned newspaper group based in Wheeling, West Virginia

October 1996--Ogden sells the News-Herald to Thomson Newspapers, based in Stamford, Connecticut, a division of The Thomson Corporation of Toronto Canada.

Publishers of the News-Herald since its founding have been: Howard A. Quirt, Steve Hopkins, Bennett R. Lewis, David Corcoran, Jim Eykyn, Randy Graf and Dan Moriarty. Editors of the News-Herald have been, Howard Quirt, Edward W. Heller, and William R. Heath, who has been editor since February 1975.

Submitted by Bill Heath for the Marshfield History Project

If you have any additional information (including pictures) regarding this business or location, we would really appreciate you contacting us and sharing. We will add information whenever possible.

For questions, or for sharing additional information, please contact us at schnitzl@charter.net. Please include what story the information relates to. Attach your text information in the form of a word document, please no PDF's. Photos should preferably be in jpeg format.

For additional stories on the historical sights and businesses of Marshfield, visit our website at: <http://www.marshfieldgenealogy.com/OR-Codes-of-Historical-Marshfield.html>.