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1998 Catalog

VOL. 3, NO. 1

SPRING 1998

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Vigilante Heritage

**John Dietz and the Krueger Brothers:
Ancestors of McVeigh and Kaczynski**

Inside:

- * Hamlin Garland
- * A bookstore named after J.W. Beecroft
- * Debut of Chris Roerden's column

There's Method to the Marketing

Rosy sales for the blues

Did you know that blues recordings sell as well as jazz? The Mt. Horeb publisher of *The Blues is a Feeling: Voices & Visions of African-American Blues Musicians* is counting on those numbers in mailing promos to the 2000-member Wisconsin Blues Society and to 200 other blues societies nationwide. It's part of a mail campaign creating walk-ins for book-sellers.

"For a high-end coffee table book that lists at \$40, people often want to see it first," says Phil Martin of Face to Face Books, an imprint of Midwest Traditions. "We understand not all stores will stock the book but will special order it."

He's anticipating a photo essay in the *Chicago Tribune*, a feature in the *Milwaukee Journal Sentinel*, and major coverage from national blues magazines.

As one of the few photographic studies of contem-

porary blues musicians that focus solely on the African-American heritage, the book will interest libraries as well. Milwaukee's Hubert Sumlin is among the 100 artists profiled. Text and duotone photos by Chicago photographer James Fraher.

[Face to Face Books, 800-736-9189. Stocked by Partners, Ingram, Baker & Taylor.]

A ticket to retail sales

When booksellers received tickets giving customers a free tour of Little Lakes, Wisconsin, a warning that no books would be sold at the event appeared on each ticket. By not competing with the bookstores, the publishers of *Notes from Little Lakes*, by the late Mel Ellis, were not only promoting their titles but also building a relationship with retailers.

Such support underlies the marketing approach of The Cabin Bookshelf, publishers of six nature titles. Books are shipped with bookmarks already inserted, saving retailers extra handling. There are posters, shelf talkers, and in-store freebies—such as tree seedlings with small bottles of Little Lakes water.

Learning that publishers Ted and Noelle Rulseh collected the seeds and potted 400 trees in their Waukesha home, you realize that creative marketing supports their titles. It

helps that Ted has 15 years of PR and ad agency work behind him.

"We believe in working closely with bookstores to supply sales aids and establish an identity," explains Ted. "We'd like all our books displayed together as a brand, and are having some success with that." Quality of design and type of reading experience are key. "Most of our customers are women who buy these books for the men in their lives."

The Land, Always the Land is the second Ellis book scheduled for Wisconsin Public Radio's *Chapter a Day*. Such broadcasts helped move 5,000 copies of *Notes from Little Lake* in three months.

For both titles, Ted tours bookstores with a



professionally produced slide show portraying the author's history and countryside.

He is considering reprinting some of Ellis's early titles, two of which became Disney TV movies in the early '70s. Can't wait to see the creative marketing for these!

[The Cabin Bookshelf, Waukesha, 888-40-CABIN.]

Chris Roerden is a freelance book editor who also coordinates Publishers Marketing Association of Wisconsin. Please send marketing news for this column to her c/o edit it, 3225 Hill Crest Drive, Brookfield 53045-1529. E-mail: croerden@execpc.com

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Editor: *Marv Balousek*

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Editorial and advertising: *BBQ, P.O. Box 192, Oregon,
WI 53575 or call (800) 928-2372.*

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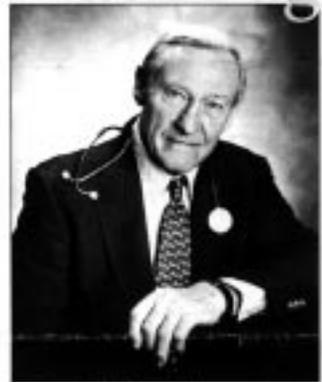
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Hamlin Garland and the Middle Border

by James P. Roberts

The State of Wisconsin in the pre-Civil War period saw a shift of its population from the areas around the cities of Milwaukee and Madison into the western parts of the state. Migrant farmers were ever in search of new and better land. To the “coulee” area around LaCrosse came Richard Garland, fresh from a winter of logging in Wisconsin’s North Woods. He met Isabel McClintock and married her and to them was born, on September 14, 1860, a boy whom they named Hamlin.

Hamlin Garland spent his early years on a farm near West Salem and from a young age was thrust into the hard life of a pioneer farmer. His father, however, always kept seeking new lands. When Hamlin was eight the Garlands — father Richard, mother Isabel, and sisters Harriet and Jessica — moved to a

farm near Osage, Iowa. Both Harriet and Jessica died very young. Hamlin went to school in Iowa, graduating from the Cedar Valley Seminary in Osage in 1881. Shortly after, Richard Garland moved the family again, this time to Ordway, in the Dakota lands. When he was twenty-four, Hamlin left for Boston where he struggled to make a living.

One of the difficulties in writing about Hamlin Garland consists in the fact that so much of his work is autobiographical in nature it would be repetitious to delve much into his life before perusing his books, so I shall beg the reader’s indulgence while I



Hamlin Garland

attempt comment on some of his major works ...

Garland’s first book was *Main-Travelled Roads*, published by the Arena Publishing Company in 1891. The stories here are “grim fictional portrayals of lives bound to the soil.” A wife runs away from her hard farm life with a rich ex-beau. An actor comes home to help his bitter brother. A soldier returns from war to a run-down farm. A banker loans land to a homeless family only to change the terms of the mortgage once the farm has been improved.

Main-Travelled Roads met with a storm of protest from the very people

Garland portrayed, but no one could doubt that he knew what he was talking about. In 1894 was published *Crumbling Idols: Twelve Essays On Art* by the Chicago firm of Stone & Kimball. It was an important book in its day and is still enjoyable reading today. Here Garland introduces his concept of *liveritism*, a theory combining elements of realism and impressionism in art and literature.

The following year saw the publication of *Rose of Dutcher’s Coolly*. This is one of Garland’s best novels. Rose, a wild, carefree girl goes from a “coulee” farm to school in Madison and then to Chicago where she meets up with “high society.” Not your usual romance, how-

ever, as Rose is very strong-willed and Garland shows an unusual insight into the feminine psyche. Rose becomes interested in a cynical, older man, Warren Mason, who is a reporter on a metropolitan newspaper. Garland brings up thought-provoking questions on the institution of marriage. Mason is clearly one of Garland’s best characters.

McClure’s Magazine had commissioned Garland to write a series of biographical articles on Ulysses S. Grant to be later published in book form. *Ulysses S. Grant: His Life and Character* remains even today one of

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Beecroft's honors Superior literary legacy

by Paul Kending

John W. Beecroft, a native of Superior, Wisconsin set the standards of American literature for a quarter of a century. From 1937 to 1962 Beecroft served as editor of the Literary Guild, where he alone would choose the monthly selections to be distributed to readers across America.

Beecroft's greatest editorial success was his 1943 selection of Betty Smith's *A Tree Grows in Brooklyn*, which sold over four-million copies, the novel Oprah Winfrey calls her "favorite childhood book."

When John and Janet Murphy, along with store manager Amanda Parker looked for a name for their new bookstore on South Tower Avenue in Superior, the local librarian suggested J.W. Beecroft. "We wanted remind our commu-



Joy Johnson, left, of the Superior Chamber of Commerce, visits with Beecroft owners John and Jan Murphy and store manager Amanda Parker.

nity that Superior produces some very interesting and successful people," Janet Murphy said. "Also, we liked it. It sounded like good name for a book store."

Beecroft is a general book store, but reflects the values of its namesake, "Midwestern American values", according to Beecroft biographer, Leo Hertzell.

For those who question opening an independent bookstore in today's market, the owners answer, "it is recognition that people, wherever they live, continue to be eager for access to quality literature in a relaxing atmosphere."

That atmosphere is apparent in the store's location as well as design. In spite of its proximity to major retail outlets, J. W. Beecroft Books & Coffee is surrounded by green grass, shrubbery and a pool.

The store features an extensive children's collection, "because it encourages learning and a respect for nature", a poetry section, and a variety of biographies, as well as the more popular books of the day. Janet Murphy said selecting books particularly suited to Beecroft clientele is the major problem, "because there isn't enough time to spend with the books."

"You can't plant a full grown tree," she said. "We try to be full service, but we have to let it grow."

J. W. Beecroft Books & Coffee, opened its doors at

3631 Tower Avenue in Superior on April 1, 1997. In addition to the cafe, where one can get sandwiches and a variety of coffees, Superior's new bookstore provides a reading room with a fireplace.

"It's also our mission to be a place for cultural events," Janet Murphy said, "a place where a woman's club, all thirty-six members, can come in and sit down."

It is a place where one can relax, read, play the piano, meet with friends, and yes, buy a book or two. J. W. Beecroft Books & Coffee is not just another bookstore. It's a uniquely pleasant book shopping experience.

Paul Kending is a retired professor at the University of Wisconsin-Superior and the author of Rivers Must Run.



Logs add to the atmosphere.

Meet the Author: Jerry Apps

Jerry Apps was born on a farm near Wild Rose, Wisconsin. He attended a one-room country school for eight years where at first there was no electricity, running water, or central heating.

With graduation from Wild Rose High School, Jerry received a tuition scholarship for \$62.50 to attend the University of Wisconsin at Madison. He then served in the Army and worked several years as a county extension agent in Green Lake and in Brown County Wisconsin. He was a University of Wisconsin extension specialist for several years and was professor of adult education at the University of Wisconsin-Madison. Currently he is a professor emeritus.

Jerry began writing about Midwestern rural history in the 1960s when he wrote a weekly column for several Wisconsin news-



Jerry Apps

papers. His first book, *The Land Still Lives*, was published in 1970. Several more books followed: *Cabin*

in the Country, *Village of Roses*, *Barns of Wisconsin*, *Mills of Wisconsin* and *the Midwest* and *Breweries of Wisconsin*. His most recent books are *One-Room Country Schools* (1996), *Rural Wisdom: Time-Honored Values of the Midwest* (1997)

and *The Wisconsin Traveler's Companion* (1997).

For his writing, Apps has received awards from the American Association of Adult and Continuing Education, the State Historical Society of Wisconsin, the Wisconsin Council for Writers, Wisconsin Library Association, the Wisconsin Association for Adult and Continuing Education, the School of the Arts at Rhinelander, University of Wisconsin Extension, and the Robert E. Gard Foundation.

Jerry teaches life-story and creative non-fiction writing workshops at the School of the Arts in Rhinelander, Wisconsin, at the Clearing in Door County, Wisconsin and for the University of Wisconsin-Madison. He remains active in farming and follows his favorite pursuits of wilderness canoeing, cross country skiing, and nature study. Jerry and his wife, Ruth, have three grown children and split their time between Madison and Wild Rose, Wisconsin.

"This is the worst-edited book I have read in years."

Milwaukee Journal review of Southern Daughter: The Life of Margaret Mitchell, Oxford University Press

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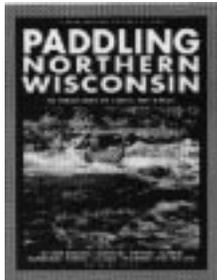
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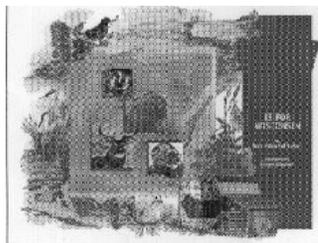
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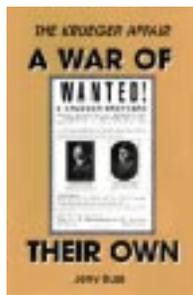
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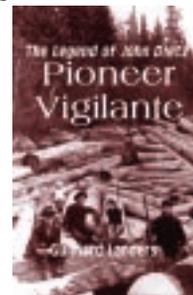
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Vigilante Heritage

Two books published this spring by Badger Books Inc. focus on Wisconsin's vigilante heritage characterized in recent times by the Posse Comitatus and tax protestors of Tigerton. The state's fiercely inde-

pendent spirit spawns some individuals who go

beyond social bounds.

John Dietz and the Krueger Brothers are ancestors of Oklahoma City bomber Timothy McVeigh and Unabomber Ted Kaczynski. In all of these cases, staunchly held political views led to violence.

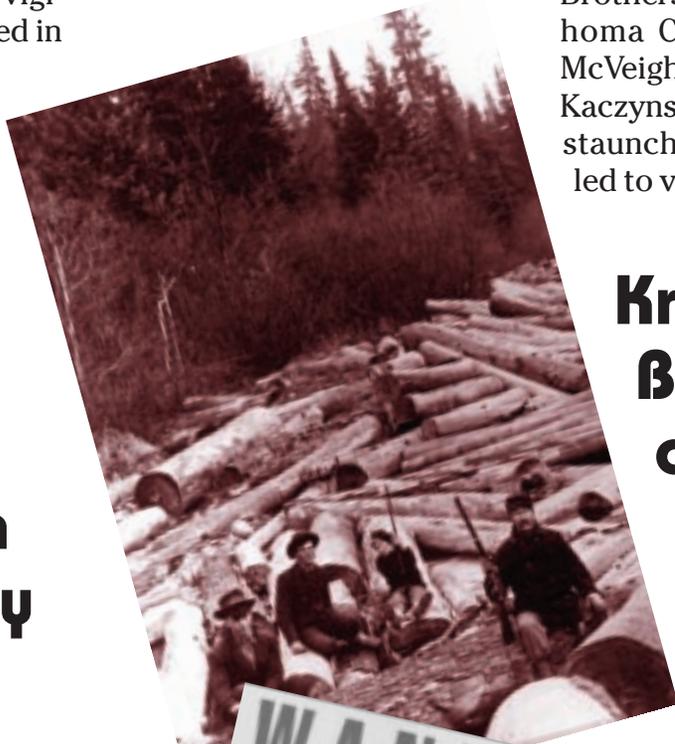
From McVeigh to Dietz: Patriotism Gone Awry

by Gunnard Landers

Waco, Oklahoma City, Ruby Ridge, the battle of Cameron Dam. Timothy McVeigh, David Koresh, Posse Comitatus, John Dietz. From 1905 to 1995 little has changed. Individuals, patriots they mostly think of themselves, offer their lives in defense of what they see as liberty under attack by a corrupt government.

That others, in particular their own family and friends, must pay a price in their fight are simply a cost of the war. After all our own forefathers, the original revolutionaries, brought forth America through their fight against a corrupt and oppressive government. That John Dietz, a backwoods farmer living with his wife and six children in the wilds of Northern Wisconsin, could challenge the government of the State of Wisconsin without ever leaving his home is a story that closely parallels the fights at Waco and Ruby Ridge. Like those late

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Krueger Brothers defend pacifism with guns blazing

by Jerry Buss

I suppose I've always wanted to write this story. I was born two miles south of the Krueger place and three-and-one-half miles west.

To get to Withee or Owen, Wisconsin for shopping, my parents usually drove east to Longwood and then north. This took us past the relatively young, but ancient-looking Krueger house.

I never realized that it had ever seen paint, for by the time I was old enough to have and retain many recollections, it was probably 1936 or 1937.

The white primer paint that covered it in 1918 was long ago eroded away. The raw siding was a well-weathered grey. The windows

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John Dietz defied a state and armed posse

continued from page 9

20th Century fights, John stayed home, inviting the government to bring the fight to him, even refusing during the final showdown to permit his young children to leave their home.

A headline in the Philadelphia Public Ledger of October 16, 1910 read: WHY JOHN DIETZ DEFIED A STATE AND AN ARMED POSSE. Part of the lead paragraph read, “outnumbered 73 to 1 by armed posse hidden in the surrounding forest, and goaded by the shooting of two of his children in a public road...”

The Wisconsin Supreme Court

said the details of the final fight with Dietz “sounded like an extract from the annals of a Mexican revolution.”

Some newspapers called Dietz one of the greatest heroes the state of Wisconsin ever had. Others called him a bloodthirsty outlaw. Indeed control of the press was an issue for law enforcement then and now.

John Dietz’s move to the isolation of Cameron Dam had all the appearances of the desperate move of a failed 43-year-old man. Only belatedly did he discover a company-owned logging dam sat partially astride his land. He took a stand and for more than six years one man held

off the power of the trusts, hired posses from Milwaukee and Chicago, the numerous sheriffs from Sawyer County, and the legal weight of the State of Wisconsin. John’s stand against the lumber trusts became a symbol of justified defiance. The Socialist elements of the press agreed, John Dietz would not have a chance against the “moneyed interests” in a court of law.

During the long years of fighting, Hattie Dietz tried to hold the family together. It was a monumental task. John was a force unto himself, a man who became so taken with his own cause he was heard to remark, “They can kill me as they did John Brown and then I suppose there will be another revolution.”

Meanwhile, one of his children died of disease. The family was ostracized. Two other children were shot. In the end it was the family who paid the price — just as at Waco, just as at Ruby Ridge.

Gunnard Landers of Altoona, Wisconsin is the author of Pioneer Vigilante.

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- *Token Creek* by Erwin Riedner.
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- *Eagles Over the River* by Jean Clausen.
- *50 Wisconsin Crimes of the Century* by Marv Balousek.



The Dietz family several days after Clarence, still wearing bandage, was shot in the head. Family members include, from left, Stanley, Helen, Johnny, Leslie, Clarence, Myra, Hattie and John.

A grotesque shack and a great shootout

continued from page 9

looked like dark, staring, unseeing eyes. The barn, an uneven slab board and tar paper roof flung carelessly on the old concrete and field stone base-ment walls, was a grotesque shack, even to my own youthful eyes. The outbuildings, like the house, were barren of paint. The place had a haunted look about it. Maybe it was.

Very often, as we passed, one or the other of my parents would re-mark on the great shootout that had taken place. Perhaps there would be some mention of the hundreds of bullet holes that were still in the house and that had never been fixed. As we would pass the Vater farm, a quarter mile to the north, my father might say that here was where the posse had stood. Here was where “the man” — his name was not well remembered — was killed. Legend said that the escape tunnel was still there.

The box that had come to the Withee depot for the Krueger boys — although Frank was thirty-seven at the time he was still referred to as a “Krueger boy” — hadn’t contained guns at all. There were books in the box that had been shipped from Ger-many by cousins before the United States entered the war. The mob had thought there were guns in it and, since it came from Germany, it was assumed that there was an intention on the part of the Kruegers to start trouble.

Those cousins in Germany, of course, were the reason that the Krueger boys weren’t willing to go to war in France. They didn’t want to fight against their cousins.

Some of those who told of the es-cape tunnel were responsible for the story of the books and the cousins in Germany. They were totally wrong, of course, on all counts.

Like many others in the commu-nity, there was wonderment in my parents about Ennis Krueger. Some said he was dead, while others “knew” he was alive. I think my father may



Looters and curiosity seekers visit the Krueger house shortly after the shootout.

have subscribed to the survival be-lief. In any case, there was evidence to support both beliefs and there were sometimes endless and heated arguments on the subject. It seemed that everyone had an opinion and each person was willing to defend it. While most people had opinions about almost every aspect of the Krueger affair, it was seldom that any-one agreed to all of the facets of an-other person’s version of the story. Certainly, almost everyone was wrong to at least some degree. The degree of error was often considerable, more often than not borne of personal em-pathy for one side or the other.

It would be more satisfactory to be able to say that one side or the other were heroes, but that would simply not be true.

This is a story in which no one was especially just nor, except possibly for one man, very heroic. It is a part of Wisconsin’s history, set in the era of frenetic patriotism of America’s first great test in a major foreign war.

It was the time of Cohan’s “Over There” and “Yankee Doodle Dandy.”

It was the time when citizens could be jailed for speaking critically of their government.

It was also the time when a great many citizens were, in fact, jailed for just that reason and their fellows generally felt that, damn it, it served them right.

A fierce national pride had flared in the breast of the average citizen. It was a pride that, to a great extent, was first built and then biased be-yond reason by a press that some-times reported incredibly subjectively and that often did not check the truth of what it printed.

Too frequently, the press pub-lished stories that sometimes should have challenged the acceptance of even the most gullible of readers.

This is a story that should be bet-ter and more accurately known. Per-haps it is more than a Wisconsin story. Perhaps it is a story of the human ani-mal.

Jerry Buss of Madison, Wisconsin is the author of A War of Their Own.

Boy Life on the Prairie

continued from page 5

the definitive accounts of Grant's life.

In 1899, Garland had moved to MacMillan's and they brought out *Boy Life on the Prairie*. Aside from the "Middle Border" books, *Boy Life on the Prairie* is the book most clearly associated with Hamlin Garland. This very enjoyable book gives details of his early life on the Iowa farm. Scenes of working in the fields predominate with asides given over to nature, school, and home life.

It was at this time that Garland met Zulime Taft on a regular basis (her brother Lorado Taft was a well-known sculptor). He was thirty-eight years old. They married and thereafter began a regular routine of "winters in New York City, spring and fall visits to the Homestead, and summers in the High Country."

By this time Garland had also ventured into writing novels set in the West: *The Trail of the Goldseekers*, *The Eagle's Heart* and *The Spirit of Sweetwater* all told of his love of the "high country." *Her Mountain Lover* is of the same type. A cowboy named Jim Matteson is sent to London to find a buyer for a gold mine that he and his partner have discovered. Here, Garland has fun contrasting the earthy, honest Jim with the staid, conservative Londoners. However, he "gits along" with a young woman named Mary Brien and she helps him to find a buyer. In one chapter Jim describes a visit to a

"haunted" mesa:

"I spent a half day once on the big mesa in the Santa Clara Valley, digging around among the ruins. It was a hot, still day, and I laid down under some little old piñon trees close by the trail. All of a sudden I thought I heard voices — a whole lot of 'em. Then they began to sing, and a woman began to moan. I jumped up, my hair bristling; but there wa'n't a thing in sight. I'd gone into a doze, and the wind moanin' in the piñon trees made me dream. Then I shut my eyes and listened again, and I could hear 'em whisper — them dead women — and moan. I climbed down that cliff, pulled in my pony, and rode off."

Garland's book *The Captain of the Gray Horse Troop* (1901) highlighted his interest in the American Indian (indeed, Garland was among the first writers to write from the Native American viewpoint) and his long-standing friendship with President Theodore Roosevelt gave Garland a rare opportunity to affect U.S. Government policies toward the Indian. Other Western books soon followed — *Hesper*, *Money Magic* and *Cavanaugh* — but Garland also wrote of his interest in the occult. *The Shadow World* and *Tyranny of the Dark* are novels about people exploring the paranormal. These later novels met with declining reviews and sales.

By 1912, Hamlin Garland was 52 years old and dis-



Garland on Ladrona in the Klondike

couraged. He began again to turn back to his childhood, putting down his memories as well as those gleaned from his father (his mother died in 1899). It wasn't until 1917, however, that Garland managed to sell *A Son of the Middle Border* to MacMillan & Company. The book was an instant success, both critically and financially, its poignant, reminiscent first-person tone awakening echoes in thousands of readers.

A later book, *A Daughter of the Middle Border*, picks up where *Son* left off, chronicling his marriage to Zulime and their two daughters, Mary Isabel (1903) and Constance (1908). It won the Pulitzer Prize for Biography, though

ostensibly the Prize should have been for *Son*.

In 1926 came the third installment, *Trail-Makers from the Middle Border*, which told the story of his father's youth. It also drew good reviews and sales. Also in 1916, Garland traveled to Madison, Wisconsin to be awarded a doctorate in letters from the University of Wisconsin. Two years later the fourth — and final — book of the Middle Border, *Back-Trailers*, appeared. It was a fitting swan-song to Garland's career, or so it seemed to the reviewers. Yet Garland was now sixty-eight years old and as he put it succinctly: "...however, next year is

continued on page 13

Garland's Final Years



Hamlin Garland

continued from page 12

not under bond to fulfill any promise."

Garland had, since 1916, lived in New York, moving there from Chicago after his father's death. Now, in 1929, Garland again moved, this time to California where he and Zulime settled near Los Angeles.

In his final years, Hamlin Garland returned repeatedly to his journals in preparing a series of autobiographical books that sketch his life from 1914 nearly up to the present (1937). In *Afternoon Neighbors*, *My Friendly Contemporaries* and *Companions on the Trail*, he recounts episodes and visits with his literary conferees. The best of these is *Roadside*

Meetings (1930), which covers an earlier period, 1880 to 1900, and presents fascinating accounts of "Walt Whitman Old and Poor"; Garland's loaning of \$15 to a young writer to get a manuscript out of hock — the writer was Stephen Crane and the manuscript *The Red Badger of Courage*; "walking the beat" with New York Police Commissioner Theodore Roosevelt; and showing Conan Doyle how to throw a curve ball.

Now past seventy, Garland again took interest in the occult and "life after death." His book *Forty Years of Psychic Research* (1936) is filled with "conversations" from his former friends and colleagues: Henry B. Fuller, William Dean Howells, Conan Doyle and others. In the same vein came *The Mystery of the Buried Crosses*, which reads like a fictional mystery, but Garland, resolutely at first and later only mildly attested to its authenticity.

Age catches up with everyone and Hamlin Garland was no exception. His research into "the death

question" are liberally sprinkled into his later volumes of reminiscences:

"But when I face the fact that in a few years, perhaps in a few months, all the business of my life here will be finished, I see a strong reason for taking the problem of life beyond death into consideration, not in any religious sense but as a manner of adult-thinking."

For Hamlin Garland, the end came on Friday, March 1, 1940, when he was stricken with a cerebral hemorrhage and he died on Tuesday, March 5. He left behind some thirty books, a wealth of memories, and a reputation as Wisconsin's "pioneer" author.

James P. Roberts is the proprietor of White Hawk Press, a Madison book publishing company.

HAMLIN GARLAND: SELECTED READING

- *Main-Travelled Roads* (1891) — 1923, Harper & Row. Short stories of lives bound to the soil.
- *Crumbling Idols: Twelve Essays on Art* (1894) — 1960, Harvard University Press, Cambridge.
- *Rose of Dutcher's Coolly* (1895) Stone & Kimball, Chicago. Romance novel.
- *Boy Life on the Prairie* (1899) — 1959, Frederick Ungar Publishing, New York. Life on an Iowa farm.
- *Her Mountain Lover* (1901) The Century Co., New York. Romance novel.
- *The Captain of the Gray-Horse Troop* (1901) — 1930, Harper & Brothers, New York. Romance novel.
- *The Tyranny of the Dark* (1905) Harper & Brothers, London and New York. Novel of occult phenomena.
- *A Son of the Middle Border* (1917) — 1968, MacMillan, New York. Autobiographical reflections.
- *A Daughter of the Middle Border* (1929) MacMillan, New York. Autobiographical reflections.
- *Trail-Makers of the Middle Border* (1926) — 1971, Scholarly Press, St. Clair Shores, Michigan. Depicts the life of his father.
- *Roadside Meetings* (1930) MacMillan, New York. Personal reminiscences of literary figures.
- *Hamlin Garland's Diaries*, edited by Donald Pizer. 1968. Huntington Library, San Marino, California.
- *Hamlin Garland: A Biography*, by Jean Holloway. 1960. University of Texas Press, Austin, Texas. Begins with Garland's arrival in Boston in 1884.

NOTE: Hamlin Garland's Homestead in West Salem, Wisconsin has been fully restored to the period in which he lived there. it is open from Memorial Day through Labor Day, Monday-Saturday and by appointment the rest of the year. For more information, call (608) 786-1675.

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Spring Reviews

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*** *America's Heartbeat* by Dennis R. Miller, America's Heartbeat Publishing House, \$9.95**

Plant closings are a fact of modern life that we read about often in the financial pages. But rarely do the newspapers examine the impact on worker's lives.

America's Heartbeat is a novel that looks at the personal effect of the 1991 closing of the Goodrich tire plant in Eau Claire through the life of worker Brain Chandler.

"I wrote it in novel form because I wanted to get all of the emotions across without identifying the individual people involved," Miller said. "Everyone had their own way of coping with the shutdown. Me, I wrote the story."

This book offers a detailed account of union negotiations, company offers and, most importantly, the emotions of workers on the precipice of losing their jobs. The plant closing was big news in Eau Claire and *America's Heartbeat* ensures that it won't be forgotten.

Since 1979, 45 tire plants have closed in the United States. This is the inside story of one of them.

*** *Caffeine and Other Stories* by Robert Wake,**

• *For the Love of the Land* by Irene Jasicki Kocik of Weyerhaeuser, Wis., self-published.

Reminiscent of Ken Parjko's popular historical novel, *Remember Me Dancing*, Kocik's book tells the true story of Polish immigrants Peter and Franceska Jasicki. Peter came to America in 1888.

When his first wife, Mary, died in 1905, he was left a widower with five



Cambridge Book Review Press, \$12.95

Good writing often takes a back seat to hype in these days of \$6 million advances to Johnny Cocoran, O.J.'s lawyer, for yet another retelling of the O.J. story. That's why it takes tenacity to publish a book like Robert Wake's collection of Midwestern short stories.

The title story, last among 10 stories in the book, opens with a slightly fictionalized version of Madison's community radio station, WORT, which Wake calls WORM. It's a topic with which he's intimately familiar, having served two years as host of WORT's "Breakfast Special" during the mid-1980s.

Winter also is a major character as it is in the lives of most Wisconsinites.

Readers also are treated to lines like this: "The cut glass punch bowl was an

children and married Franceska, another Polish immigrant, a year later.

For Peter, America was a land of opportunity but it also presented many opportunities. His love of the land, the book's title, kept him working hard to eke out a living in the Rusk County wilderness. Franceska faced further hardship when Peter died at age 52.

For the Love of the Land is a non-fiction account of a Polish-American family's struggles to farm in untamed northern Wisconsin during the early 20th Century.

incongruity, perched as it was upon the Xerox copier."

Robert Wake isn't as recognizable as authors like Cocoran or Rosanne but his prose is infinitely more polished and satisfying.

*** *The Poetry of Cold: A Collection About Winter, Wolves and Love*, poetry, prose and essays, photography and artwork by 29 contributors, Home Brew Press, \$14.95**

Snowstorms, skiing, tracking wolves, ice fishing, loving and grieving are the varied subjects of works in this book.

A challenge by Wisconsin writer Justin Isherwood was the genesis of this collection. Mary "Casey" Martin said it began at a writing workshop in Tomahawk, where Isherwood challenged her to put together a collection of cold

writings. Martin added photographs and artwork. Then, themes of wolves and love were added.

Some of the state's most talented authors are represented here, including Mel Ellis, Frances Hamerstrom, Jean Feraca, Mark Scarborough and Alexander Tutu. Lotus. Of course, works by Martin and Isherwood are included as well as photography and artwork by Deann de la Ronde, Ilse Dietsche, Carol Haack, Ellen Kort and Richard Yehl.

If 24 authors weren't enough, the book has a few blank pages, where Martin encourages readers to add their own work.

*** *Divorce, Custody and Beyond* by Wesley Thompson, Heins Publications, \$14.95**

Written under a pseudonym to avoid spending even more money on lawyers, *Divorce, Custody and Beyond* is a heartbreaking, blow-by-blow account of a real divorce. The emotional journey, battle for custody and approval of the kids and spousal conflicts will make most readers grateful they haven't been divorced or at least that their divorces weren't as venomous.

Sherrie, the wife and mother, is portrayed in a negative light and the au-

continued on page 15

continued from page 14
thor is her ex-husband. But as we are treated to his reactions to Sherrie's coldness and efforts to begin dating again, we gain insight into the narrator husband as well.

The book includes letters, lawyers, psychologists, judges and all the things that make divorce so unpleasant.

* **Woodsmen Don't Wear Aftershave** by John Hallock, *The Woodsmen Magazine*, \$9.95

Don't go into the woods without it. Besides the usual gear, a copy of this book may be essential for anyone choosing to venture off the beaten path.

A guy can change his politics, opinion, mind, wife, hair color and maybe

even socks, Hallock writes, but reputation and nicknames "stick with him like stink on a skunk."

Hallock takes us to Shorty Baker's Backwoods General Store, where he tells us the woodstove is always hot and the free coffee always bitter. Fishing and hunting tales featuring characters like the grizzled woodsman Wilderness Willie and are interspersed with the author's struggle to dodge his wife Buncher and her dreaded "chore list."

Woodsmen Don't Wear Aftershave reinforces all those stereotypes we never thought we had about those strange, independent people from "up north." But it's also a heck of a lot of fun.

How to Sell More Books:

Your Day with John Kremer

John Kremer, well-known author of 1,001 Ways to Market Your Books, is the featured speaker at the second annual Wisconsin BookFest, scheduled from 9 a.m. to 4:30 p.m. Saturday, April 25, at Kalmbach Publishing, 21027 Crossroads Circle in Waukesha.

Kremer, who is in demand at publishing conferences coast to coast, will present a day-long workshop for Wisconsin publishers and offer suggestions on effective book marketing.

Private consultations also can be arranged at a special BookFest discount of \$90 an hour. Exhibits of printers and award-win-

ning book campaigns also will be featured at the event.

Registration is \$70 before March 31 and \$80 after March 31. Members of Publishers Marketing Association can register for \$55 before March 31 and \$65 after March 31.

To join Publishers Marketing Association (PMA) send a separate check for \$80 made out to PMA.

Make checks payable to BookFest and mail to Chris Roerden, edit it, 3225 Hill Crest Dr., Brookfield, WI 53045. For more information, fax inquiries to 414-781-edit or E-mail Chris Roerden at:

croerden@execpc.com

Wisconsin Historic Author Tour Oct. 1997-Dec. 1998

Tenative Spring Schedule

- March 21, 10:30 a.m.: Gunnard Landers (*Pioneer Vigilante*) will speak at the Rusk Public Library in Ladysmith.
- April 4, 10:30 a.m.: Joni Peterson (*Rites of Passage*) will speak at the Rusk Public Library in Ladysmith.
- April 7, 12 p.m.: John Driscoll (*The Baraboo Guards*) will speak at the Appleton Public Library.
- April 16, 7 to 9 p.m.: John Driscoll (*The Baraboo Guards*) will appear at Barnes & Noble in Appleton.
- April 18, time TBA: Marv Balousek (*50 Wisconsin Crimes of the Century*) will appear at the Little Professor Book Center in Green Bay.
- April 21, 7:30 p.m.: Steve Fortney (*Heg*) and Steve Olson (*The Last Valkyrie*) will speak at the Clinton Public Library.
- April 22, 7:30 p.m.: Marv Balousek (*50 Wisconsin Crimes of the Century*) will speak at the Cudahay Public Library.
- April 25, 1 p.m.: Jerry Buss (*A War of Their Own*) and John Driscoll (*The Baraboo Guards*) will speak at Bramble Press Booksellers in Viroqua.
- May 2, 1 p.m.: Muriel Halvorsen (*With Trees on Either Hand*) and Steve Olson (*The Last Valkyrie*) will appear at Barnes & Noble in Appleton.
- May 19, 7:30 p.m.: Marv Balousek (*50 Wisconsin Crimes of the Century*) will speak at the Clinton Public Library.
- May 27, 7 p.m.: Steve Fortney (*Heg*) will speak to the Marathon County Civil War Round Table in Wausau.
- June 6, 11 a.m.: Gunnard Landers (*Pioneer Vigilante*) will speak at the Thorp Public Library.
- June 9, 7 p.m.: John Driscoll (*The Baraboo Guards*) will speak at the Columbus Public Library.

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Current & forthcoming titles

- *A War of Their Own* by Jerry Buss, \$12.95, trade pb., non-fiction, ISBN 1-878569-52-X, Feb. 1998
- *Pioneer Vigilante: The Legend of John Dietz* by Gunnard Landers, trade pb., non-fiction, ISBN 1-878569-53-8, \$14.95, March 1998.
- *Heg* by Steve Fortney, trade pb., fiction, ISBN 1-878569-54-6, April 1998.
- *Token Creek* by Erwin Riedner, fiction, May 1998, Hardcover: ISBN 1-878569-57-0, \$25.00; Softcover: ISBN 1-878569-55-4, \$14.95.
- *Wisconsin's Historic Courthouses* by Marv Balousek and L. Roger Turner, non-fiction, hardcover, ISBN 1-878569-56-2, \$35.00
- *Eagles Over the River* by Jean Clausen, \$9.95 trade pb., non-fiction, ISBN 1-878569-50-3, Oct. 1997.
- *50 Wisconsin Crimes of the Century* by Marv Balousek, ISBN 1-878569-47-3, \$16.95, trade pb., non-fiction, Sept. 1997.
- *Rites of Passage* by Robert Peterson, \$25 hc., ISBN 1-878569-48-1; \$14.95, trade pb., ISBN 1-878569-45-7; non-fiction, March 1997.
- *Rivers Must Run* by Paul Kending,

\$12.95, trade pb., fiction, ISBN 1-878569-46-5, May 1997.

• *The Last Valkyrie* by Steve Olson, \$12.95, trade pb., fiction, ISBN 1-878569-49-X, May 1997.

• *God's Little Isthmus* by J. Allen Kirsch, \$14.95, trade pb., fiction, ISBN 1-878569-44-9, Jan. 1997.

Backlist

• *To Thank a River* by Jean Clausen, \$9.95 trade pb., non-fiction, ISBN 1-878569-37-6, Sept. 1996.

• *Covering the Second Coming* by Larry W. Phillips, \$12.95 trade pb., fiction, ISBN 1-878569-34-1, June 1996.

• *Remember Me Dancing* by Ken Parejko, \$14.95 trade pb., fiction, ISBN 1-878569-36-8, May 1996.

• *The Bass Angler* by John R. Jeffries, \$9.95 trade pb., non-fiction, ISBN 1-878569-35-X, Feb. 1996.

• *Wisconsin Heroes* by Marv Balousek, 12.95 trade pb., non-fiction, ISBN 1-878569-28-7, Sept. 1995.

• *Please Pass the Roses* by Colleen Kohler Kanieski, \$7.00 trade pb., non-fiction, ISBN 1-878569-26-0, April 1995.

• *With Trees on Either Hand* by Muriel Halvorsen, \$12.95 trade pb., fiction, ISBN 1-878569-24-4, Feb. 1995.

• *Miss Lulu Bett/Birth* by Zona Gale, \$14.95 trade pb., fiction, ISBN 1-878569-19-8, April 1994.

• *Honey, This is Trudy* by Marv Balousek, \$7.00 trade pb., fiction, ISBN 1-878569-17-1, Sept. 1994.

• *Madison Retro* by Larry W. Phillips, \$7.00 trade pb., fiction, ISBN 1-878569-22-8, June 1994.

• *Partial Portraits* by Evelyn Marx, \$7.00 trade pb., poetry, ISBN 1-878569-21-X, May 1994.

• *Madlands* by J. Allen Kirsch, \$12.95 trade pb., fiction, ISBN 1-878569-18-X, Nov. 1993.

• *More Wisconsin Crimes of the Century* by Marv Balousek, \$12.95 trade pb., non-fiction, ISBN 1-878569-11-2, Sept. 1993.

• *Walter's Boy* by Steve Hopkins, \$12.95 trade pb., essays, ISBN 1-878569-16-3, June 1993.

• *House of Alex* by Marv Balousek, \$9.95 trade pb., biography, ISBN 1-878569-06-6, Aug. 1990.

• *The Badger Game* by Tom Butler, \$5.00 trade pb., non-fiction, ISBN 1-878569-08-2, Nov. 1991.

MNI (Madison Newspapers Inc.) titles

• *Special days, special tales* by George Hesselberg, \$19.95, hc., fiction, ISBN 1-878569-41-4, June 1997.

• *Heart to Heart: A Mother's Journal* by Julianne White, \$12.95, trade pb., non-fiction, ISBN 1-878569-39-2, May 1996.

• *Olympic Moose Salami* by George Hesselberg, \$12.95 trade pb., non-

fiction, ISBN 1-878569-40-6, June 1996.

• *Taking Care of You: Stress Management for Nurses* by Sharon K. Vander Zyl, \$11.95 trade pb., non-fiction, ISBN 1-878569-38-4, May 1996.

• *Recipes of a Lifetime* by Catherine Murray, \$18.95 trade pb., ISBN 1-878569-33-3, Nov. 1995.

• *Greetings from Wisconsin* by Susan Lampert Smith, \$12.95 trade pb., ISBN 1-878569-31-7, Nov. 1995.

Other publishers distributed by Badger Books

• *Honor Bound* by D.A. Lande, \$10.95, trade pb., non-fiction, (order by title), Nov. 1996.

• *Sarah* by Shirley Dummer, \$10 trade pb., ISBN 0-9633479-4-7, Sept. 1997.

• *Old Man* by Shirley Dummer, \$8 trade pb., fiction, ISBN 0-9633479-3-4, Sept. 1995.

• *Lost Love* by Shirley Dummer, \$8 trade pb., fiction, ISBN 0-9633479-2-6, Sept. 1994.

• *We've Climbed the Mountains* by Shirley Dummer, \$8 trade pb., fiction, ISBN 0-9633479-0-X, Sept. 1993.

• *Theresa, My Love* by Shirley Dummer, \$8 trade pb., fiction, ISBN 0-941187-00-4, Sept. 1992.