STEAL THESE IDEAS

» Star Tribune—Largest Media Company
» 3,000 Advertisers per year
» Large national brands, local businesses

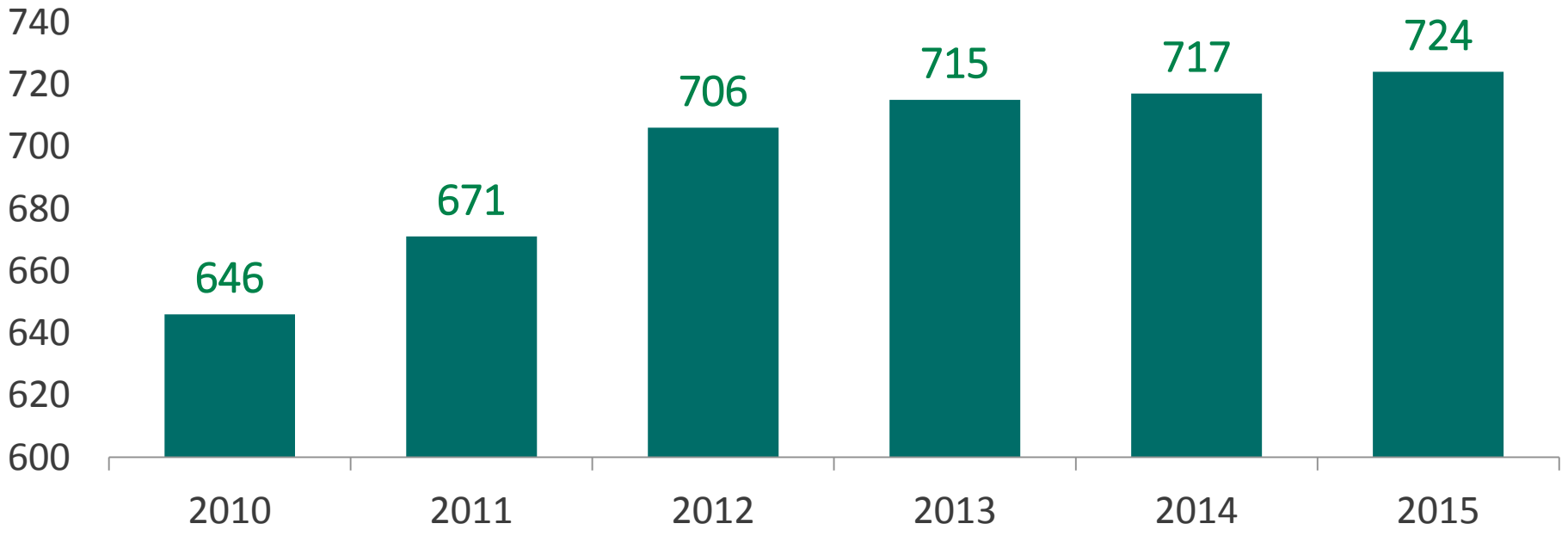
STEAL THESE IDEAS

- Ad Density
- The Importance of Engagement
- Creative that Engages

Ads are everywhere…

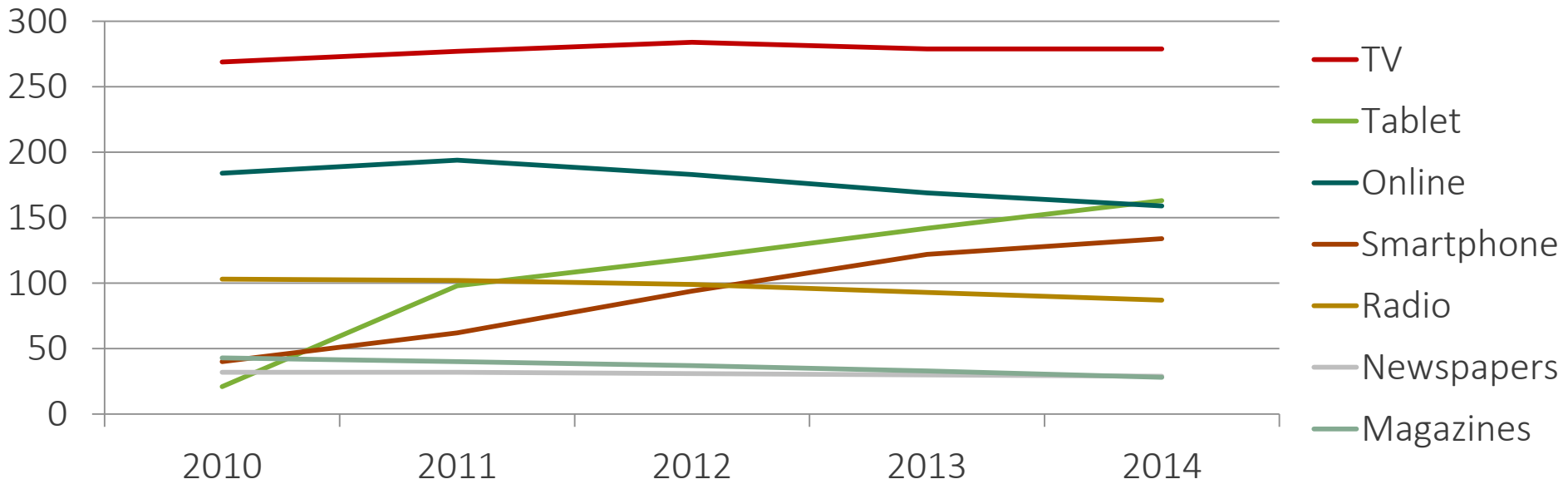
MEDIA USEAGE ON THE RISE

- Consumers are exposed to media for more than 12 hours per day
- Increased by 78 minutes in the past 5 years



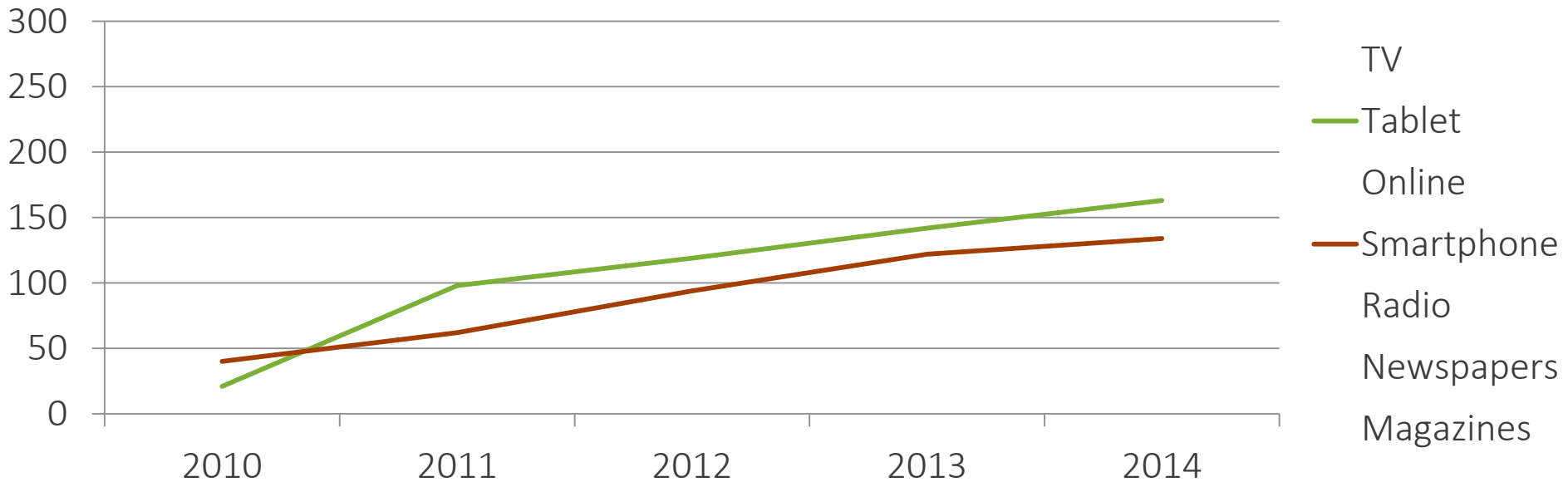
Statista, 2015

EXPOSURE BY MEDIUM



EXPOSURE BY MEDIUM

- Massive rise in use of tablet and smartphone use
- 84% use as a second screen
- Use of smartphones and tablets while watching TV is up 40% in the past year



Statista, 2015, Interactive Advertising Bureau 2015

DIVIDED ATTENTION

- 50% of a desktop user's attention is diverted from TV
- 40% of a tablet or smartphone user's attention is diverted from TV

EACH DAY, AMERICANS SEE:

- 5,000 brand exposures
- 362 ads
- 86 ads we're aware of
- 12 ads make an impression or engage the viewer

How do we cut through the noise?

ADVERTISING'S RESPONSE

- Intense focus on media buying
- Exponential growth of technologies that deliver digital advertising
- Proliferation of metrics

THE RIGHT FOCUS?

Studies show creative makes the most impact on campaign performance

- Ad quality: 52%
- Offer: 35%
- Media plan: 13%

"Based on our years of research in this space, we've determined that the quality of the creative is four times more important than the characteristics of the media plan in generating sales. In fact, ***creative is the single most important factor*** *and accounts for* ***over half the changes in a brand's sales over time."***

Comscore: 2010

DigitalNext

ROI Is Dead. A New Metric Is Needed for Customer Relationships

Why Brands Need to Measure Customer Experience and Engagement

By Andy Frawley. Published on March 04, 201

A new metric is required in today's complex ecosystem. I call it ROE^2 (return on experience x engagement). ROI is a short-term measure of specific, individual campaigns. ROE^{2}represents a longer-term, holistic measure of consumers' total brand experience and their level of engagement.

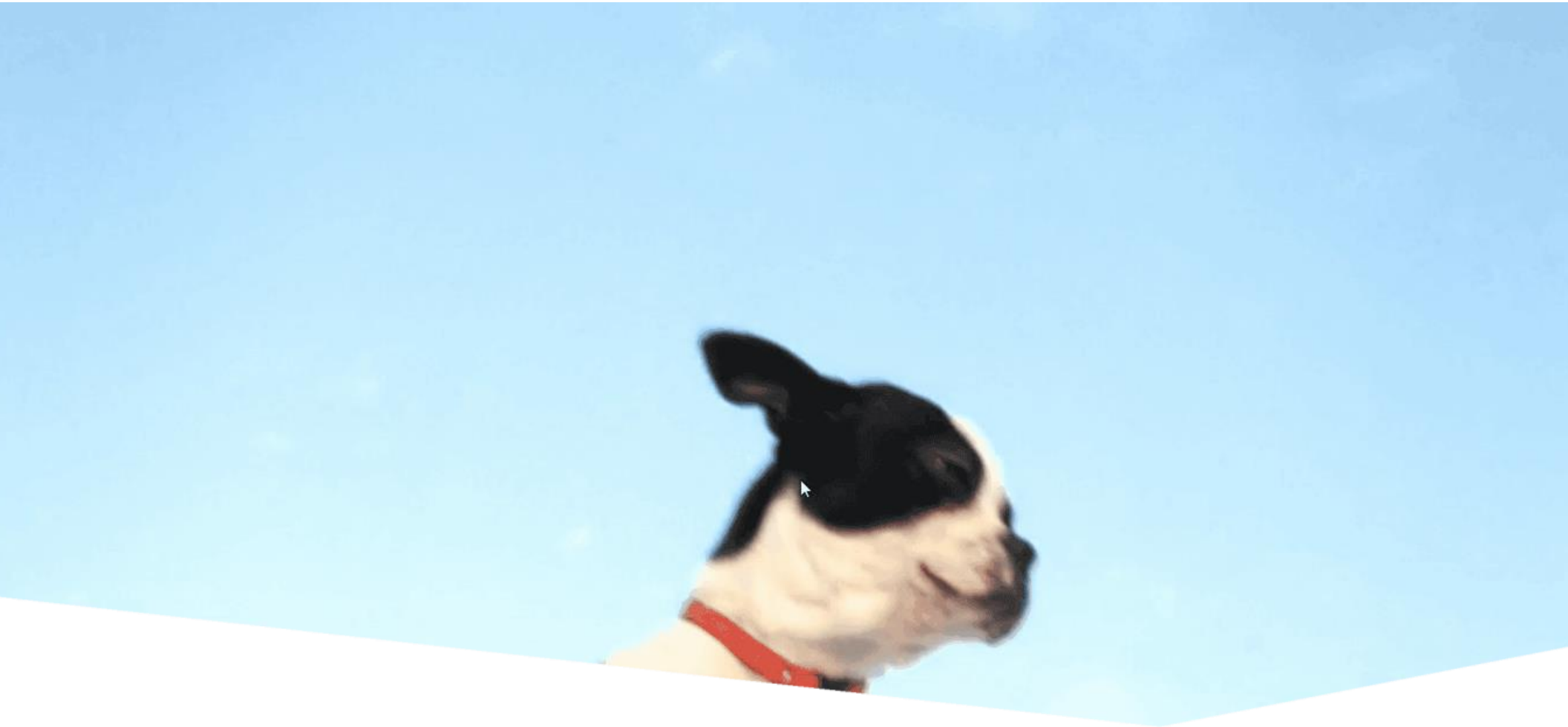
-- Andy Frawley, Ad Age, March 4 2015

2.6k
Shares

The concept of
prominence in
entered the age
they began den
were having on

We are well into the second decade of the 21st century, and I would suggest that the era of ROI has come and gone, primarily because of the digital revolution that launched some 15 years ago. Through digital channels, we have powerful tools that can create highly personalized and emotive relationships between a

Time Inc.
Open the Experience
LEARN MORE >



CREATING ENGAGING ADS

- Capture viewer's attention
- Keep them focused on your message
- Delivering an experience that well represents your brand

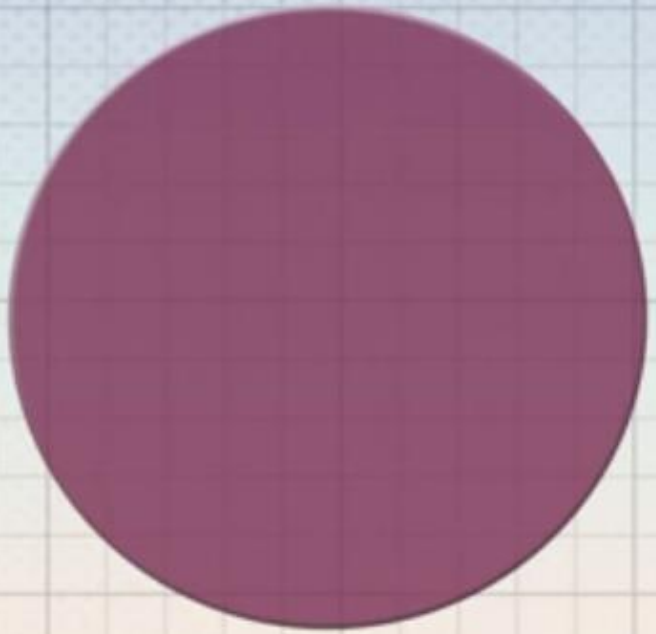
Click image for live example

Hi, I'm
Lily

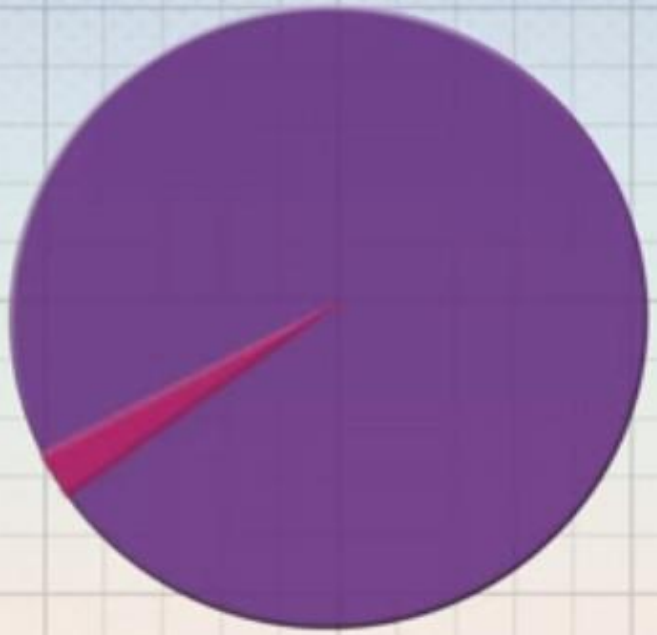
4 MM ↕ INTRODUCING THE WORLD'S SLIMMEST OLED TV LG

Click image for live example

SUMMER TIME



100%
PEOPLE
WANT
TO SKIP STONES



99%
PEOPLE
CAN'T
SKIP STONES

Click image for live example

17 CREATIVE CAMPAIGNS

- Super Utility
- Simple As It Can Be, Complex as it Needs to Be
- On-Going Conversation
- Gamification
- Shopping

Luther

Chattanooga: Twins' Grade A talent in AA town

Buxton, Sano, Polanco, Berrios and more. The Twins have stockpiled top prospects at their Class AA team in Chattanooga. The first of a two-day look at the Lookouts by Chip Scoggins.

- Chattanooga's Engel Stadium: Where legends played
- Chart: Ranking the Twins' top 10 prospects

Gallery: Chattanooga Lookouts

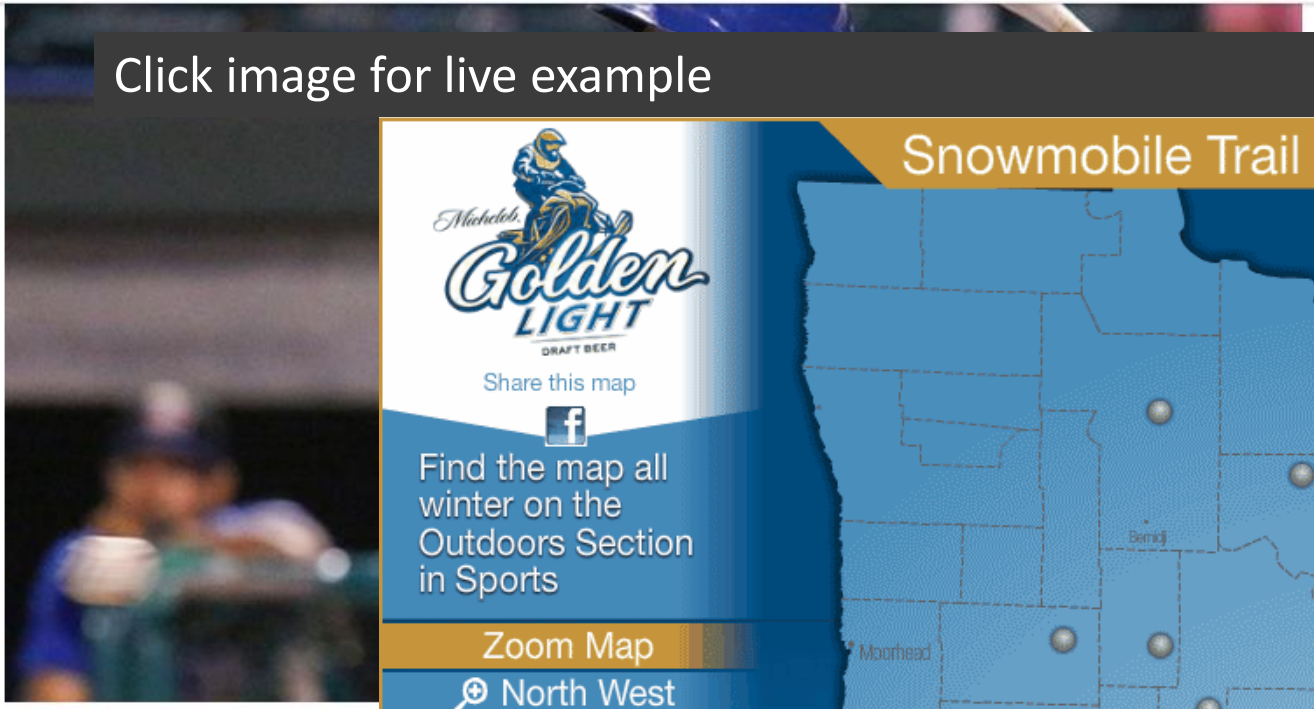
SPORTS

TWINS

Vikings
Wild
Wolves

High Schools
Outdoors
Golf

Click image for live example



Chattanooga: T

Buxton, Sano, Polanco, Berrios
in Chattanooga. The first of a t

- Chattanooga's Engel Stadium: Whe
- Chart: Ranking the Twins' top 10 pr
- Gallery: Chattanooga Lookouts

SPORTS

Michelob Golden LIGHT DRAFT BEER

Share this map

Find the map all winter on the Outdoors Section in Sports

Zoom Map
North West
North East
South

Trail Snow Depth
Great Good
Low

Snowmobile Trail Finder

AMSOIL CHAMPIONSHIP SNOCROSS RAM

Moorhead Bemidji International Falls Hibbing Duluth Fergus Falls Brainerd St Cloud

UPCOMING CHAMPIONSHIP SNOCROSS RACES

Soaring Eagle Casino
February 27th - 28th
Get info ▶

Grand Geneva Resort & Spa
March 13th - 15th
Get info ▶

Luther

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SPORTS

TWINS

Vikings
Wild
Wolves
Gophers
Colleges
High Schools
Outdoors
Golf
Motorsports
Soccer

Click image for live example

Vikings
Wild
High Schools
Outdoors

CLOSE

FIND THE GOLDEN CAN

FIND A REAL GOLDEN CAN AND YOU CAN WIN PRIZES LIKE A SEA-DOO WATERCRAFT. LEARN MORE »

SKIP SCENE

SCENE 1/5
SECONDS REMAINING: 15

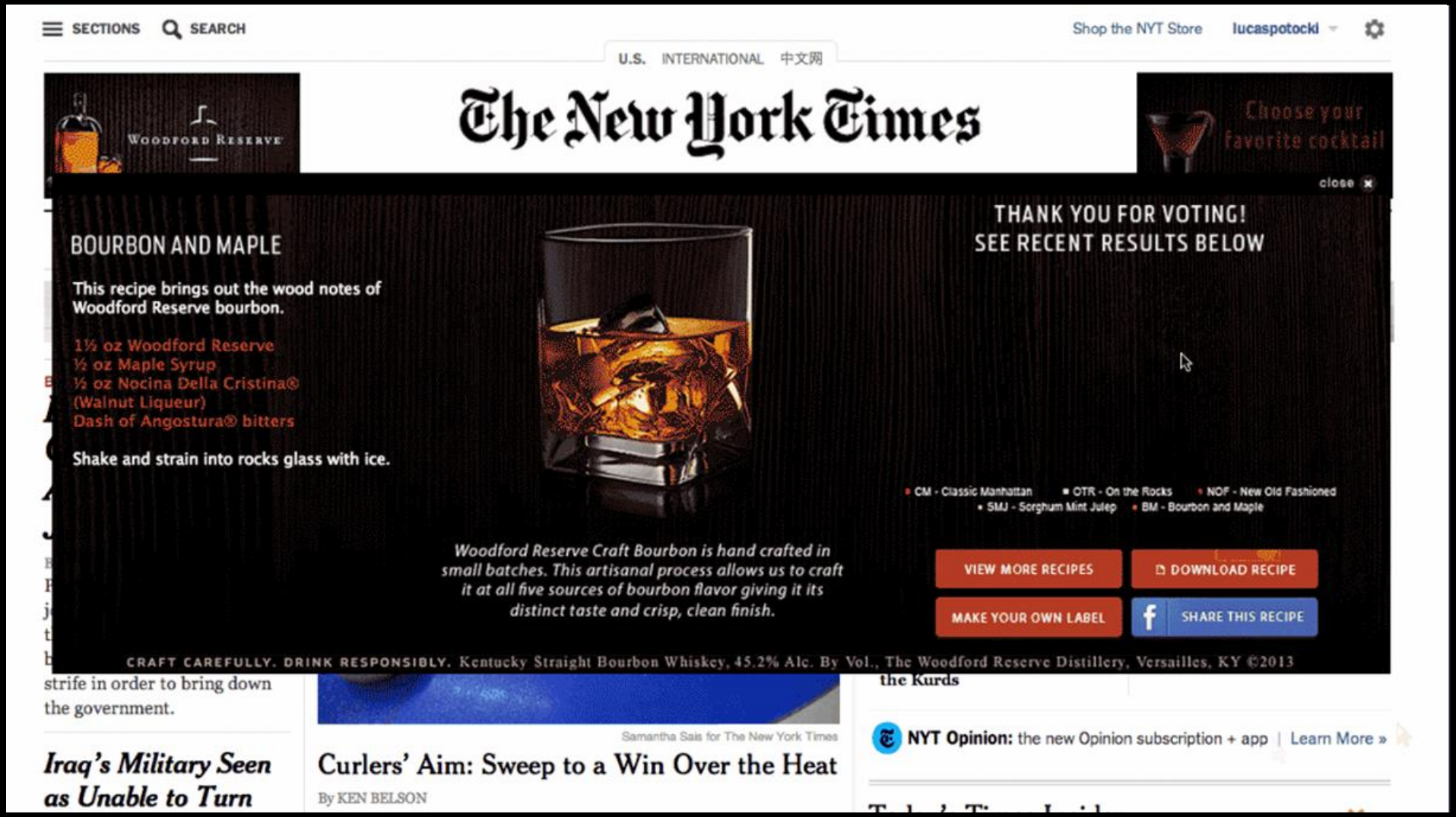
START!

Chattanooga: N

Buxton, Sano, Polanco, Ber
in Chattanooga. The first o

- Chattanooga's Engel Stadium:
- Chart: Ranking the Twins' top 1
- Gallery: Chattanooga Lookouts

SPORTS



Click image for live example

Viewfinders: A tender scene in Tanzania. **G2**

Tipsheet: Finding the perfect travel companion. **G3**

Midwest Traveler: Elba Fire Tower's grand view. **G5**

BEST OF THE BLOGS **2** • TRAVEL TROUBLESHOOTER **3** • QUICK TRIP **5**

NORWAY VOYAGES

5-Day Sale Starts Tomorrow

SUNDAY, MAY 3, 2015

StarTribune

TRAVEL

STARTRIBUNE.COM/TRAVEL • SECTION G

Homestay among the ruins

In a small Cambodian village, the Banteay Chhmar temple complex rivals the beauty of Angkor Wat, minus the crowds.

By DAVID A. TAYLOR
Washington Post

The sun had just set as my wife, Lisa, and I walked across a causeway to the ancient Khmer temple of Banteay Chhmar. In a clearing, musicians were getting ready for a performance. But where was the audience? As we got closer we saw just two chairs set up. We'd be the entire audience.

We had signed up for the dinner concert as part of our rural homestay in Cambodia. We got past the initial discomfort at finding ourselves patrons instead of anonymous audience members and settled into our seats. I even sipped an Angkor beer in the front yard of the gods.

The five-piece traditional ensemble included two versions of the stringed tror, a big sitar-like krapeu (meaning "crocodile" in Khmer, for its shape), a hammered dulcimer and drum. Our host, a man named Sokoun, lit torches and placed a candle on the tip of the dulcimer. As dishes of chicken coconut curry soup and peek-sin-fry were placed on the table before us, the musicians began, their minor-key tunes reminding us of sad Appalachian ballads. A young man rode up on a moped, stopped, and took a seat nearby to listen.

At one point Sokoun leaned over and said, "That's my father," nodding toward the man playing the krapeu. The young guy with the moped was Sokoun's brother. The scene suddenly felt more like a family jam than a tourist performance.

Angkor Wat is by far Cambodia's most popular attraction, but our homestay with a family in Banteay Chhmar, a few hours' drive to the northwest, showed us stunning temple ruins from the same period. Its magnificent late-12th-century carvings rivaled those of Angkor, telling the stories of a king's triumphs and defeats alongside scenes of everyday life. What's more, our homestay gave us a rare glimpse into life for many Cambodians today, through a program that's locally managed and provides hosts with income.

Cambodia continues to recover from devastation wrought by the Khmer Rouge and a civil war that started in the 1970s, when an estimated one in four Cambodians died. In the past decade, the country's tourist economy has grown, especially around Siem Reap, where Angkor Wat is a major-league UNESCO

See **CAMBODIA** on G2 ▸

Photo by THIERRY FALISE • Lightrocket via Getty Images

Above, young Buddhist monks walked in the central sanctuary of Banteay Chhmar temple.

A lazy 'triathlon' through Europe

Exercise – within reason – fuels a relaxed trip to Provence, the Dolomites, the Rhône River.

By STEPHEN NASH
Special to the Star Tribune

I'm the fortunate friend of some inspiring athletes: an attorney who swam the channel from Alcatraz to San Francisco, an oncologist who attracts a crowd at the gym when she lifts weights, a triathlete who eased up only when he hit his seventh decade.

I needed to be in this conversation — but on my own slacker terms — so I came up with three weeks of travel that included well-hedged exertions, a triathlon of my own making. First, bicycling among the castle ruins and vineyards of Provence, in Southern France. Then a week in the same vicinity, hitting the water with a cruise down the Rhône River. Finally, a quick transit out of the gathering heat of late spring, and on to a week of hiking in the cooler, colossal Dolomites, North Italy's Alps.

Another way to avoid work was to outsource the planning. The biking and hiking weeks were self-guided, inn-to-inn package tours, and the river cruise had optional day trips. Each of these three components also works as a stand-alone vacation.

My wife, Linda, and I took it fairly easy. Except, of course, for the need to weave a few thousand years of plague and exaltation, settlement, revolution and migration, art and aggression, of Roman generals, French popes, Cathars, Cistercians, Saracens, Lutherans, Lombards and Ligurians

See **EUROPE** on G4 ▸

LINDA NASH • Special to the Star Tribune

Exertion of any kind deserves a rest with a view — here in the Dolomites.

MIDNIGHT SUN 5-DAY SALE

Save Up To 40%
On Norway Coastal Voyages

See Back Page Of This Travel Section

Front page of section

5 WAYS HURTIGRUTEN IS DIFFERENT

1. **The Coastal Route** – Steeped in history, forged by necessity, and a living Norwegian legend, the 'Hurtigruten Route' sails calmly through remote coastal fjords and visits 34 small ports, most of which big ships just can't enter.
2. **Modern Hybrid Ships** – Carrying 100-640 passengers, custom-built ships combine the attributes of a small cruise ship with the daily duties of transportation for local Norwegian people and freight, creating a unique blend of travel woven right into the rhythms of daily Norwegian coastal life.
3. **Authentic Experiences** – Like the Norwegians themselves, Hurtigruten is connected and committed to providing unique, active, and stimulating experiences immersed in natural surroundings.
4. **Locally Sourced Food** – Along the 'Hurtigruten Route' hundreds of local producers supply Hurtigruten with a bounty of Norway's fresh, local ingredients. Unlike large cruise liners, deliveries to the ships are often made just hours before dinner.
5. **Nature's Way** – The beauty of nature is mesmerizing in its serenity and at the same time, invigorating and full of energy. With Hurtigruten, the power of nature's ways are at the center of your unique, personal and genuine travel experience.

OUR CLASSIC VOYAGE ITINERARIES

12-Day Classic Round-trip Voyage — from $ 1,844* pp

The full round trip takes you Northbound from Bergen to Kirkenes and back again. Your daytime ports, scenery and excursions sailing North are unique to those Southbound, making for one of the world's most breathtaking scenic journeys.

11-Day Classic Norwegian Discovery Voyage — from $ 1,745* pp

Similar to the Classic Round-trip Voyage, this voyage ends a day earlier in Trondheim, giving you extra time in this classic Norwegian city, plus a chance to ride the renowned Dovre Railway through stunning countryside with an arrival into Oslo.

7-Day Voyage North — from $ 1,241* pp

The Voyage North (Bergen–Kirkenes) is perfect for culture seekers wanting more time in the cities and towns that make this part of the world so unique. Daytime visits include the cities of Ålesund, Trondheim and Tromsø.

6-Day Voyage South — from $ 1,061* pp

The Voyage South (Kirkenes – Bergen) is great for those in search of incredible scenery as it includes a daylight sailing through the idyllic, mountainous Vesterålen and Lofoten Islands, and past the Seven Sisters mountain range and Torghatten!

You'll find day-by-day details at www.hurtigruten.com

WITH HURTIGRUTEN, YOU DON'T JUST VISIT NORWAY – YOU BECOME PART OF IT

Travel Norway's legendary 'Hurtigruten Route' sailing calmly through remote coastal fjords with visits to 34 small ports, most of which big ships just can't enter. Carrying 100-640 passengers, Hurtigruten's 11 custom-built ships create a unique style of travel woven right into the rhythms of daily Norwegian coastal life. Along the way hundreds of local producers supply Hurtigruten with a bounty of Norway's fresh, local ingredients with deliveries often made just hours before dinner. Like the Norwegians themselves, Hurtigruten is connected and committed to providing unique, active, and stimulating experiences immersed in some of the world's most spectacular natural surroundings.

HURTIGRUTEN

MIDNIGHT SUN 5-DAY SALE

Save Up To 40%: May 4-8*

Contact your Travel Professional or call

(844) 442-7288 | www.hurtigruten.com

*Norway 5-Day Sale is available for new bookings only made between May 04, 2015 at 6:00 Pacific Time and May 08, 2015 17:00 Pacific Time. Additional 10% savings applies to Voyage fares only and will be automatically reflected in online booking systems from May 04, 2015 at 6:00 Pacific Time and May 08, 2015 17:00 Pacific Time. Sample prices and savings amounts based on double occupancy, inside unspecified cabin on selected Voyage dates from May through October 2015 and valid for North American residents only. Capacity controlled and subject to change without notice. Not valid for port to port, group travel, packages sold by a tour operator. Ships registry: Norway.

Back page of section

Simple As It Can Be,
Complex as it Needs to Be

"MAGNIFICENT!!!"
– WCCO Radio
"SPECTACLE and MAGIC
...in dance, color, song."
– Star Tribune
"BRILLIANT!" –TC Daily Planet
"Simply put...Mary Poppins is
"SUPERCALIFRAGILISTICEXPIALIDOCIOUS!"
– Mpls. St. Paul Magazine
"5-STARS!"
– The Rusty Gatenby Review
"A MAGICAL CONFECTION!"
– Talkin' Broadway
"Ann Michels SOARS as Mary!"
– KARE 11
"LAVISH... a huge talented cast!"
– Pioneer Press
"A heaping spoonful of FUN!"
– FOX 9
Disney and CAMERON MACKINTOSH'S
MARY POPPINS
THE BROADWAY MUSICAL
DINNER THEATRES
Chanhassen
952-934-1525
ChanhassenDT.com

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budget impasse was triggered by 3 a.m. decision

6:53AM

A single action triggered a chain of events culminating in the current standoff and further exposing a rift between DFL Senate Majority Leader Tom Bakk and Gov. Mark Dayton.

72 comments

- Dayton, Daudt fail to agree in dispute over state auditor

LOCAL

Minnesota's East African community seeks answers about radical recruiters

BRIAN PETERSON, STAR TRIBUNE

Karen Oberhauser, a University of Minnesota monarch scientist with a male monarch butterfly.

Federal plan calls for billion plants to help save monarch butterflies

An ambitious federal plan calls for a billion milkweed plants along a Duluth-to-Texas corridor traveled by butterflies.

Monarch highway

- Lileks: Turning I-35 into the milkweed way

Stream News, updates from around the Web

10:15 AM Blue algae on a western Minnesota lake has **http://www.startribune.com/blue-algae-on-western-minnesota-lake-sickens-2-dogs-1-later-dies/306410471/**; 1 later died.

9:17 AM How did American Pharoah spend Sunday morning after winning the Triple Crown? Check out **these photos** from Barn One at Belmont Park.

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VIEW COMMERCIAL»

Sheriff: New Hope gunman bought ammo that day, had gun illegally

12:28PM

Sheriff Richard Stanek said Raymond Kmetz, 68, had a pistol-grip shotgun with serial numbers obliterated, and should not have had access to any weapon.

- New Hope City Hall gunman had history of violent threats
- Gunman injures 2 New Hope officers, then is fatally shot

TV + MEDIA

Budweiser's Super Bowl ad will make viewers cry in their nachos

1:54PM

- Fallon gets back in Super Bowl game with ad for gluemaker

JEFF WHEELER • JEFF.WHEELER@STARTRIBUNE.COM

New Minnesota law makes it easier to expunge criminal records

52 MINUTES AGO

In Minnesota, employers are allowed to make blanket prohibitions on hiring people with criminal records. Now, some ex-offenders have the option of a second chance. A new law helps ex-offenders seal records so they can find jobs and housing.

Poll: Should felons be able to clear their records to help them get jobs?

BUSINESS

County officials struggling to make MNsure system work

The News Stream

'American Sniper,' 'Boy Next Door' **have changed box-office game**.

12:33 PM

With DeflateGate, the line between competing and cheating keeps blurring. Just ask Bill Belichick and Tom Brady. **Washington Post**

8:58 AM

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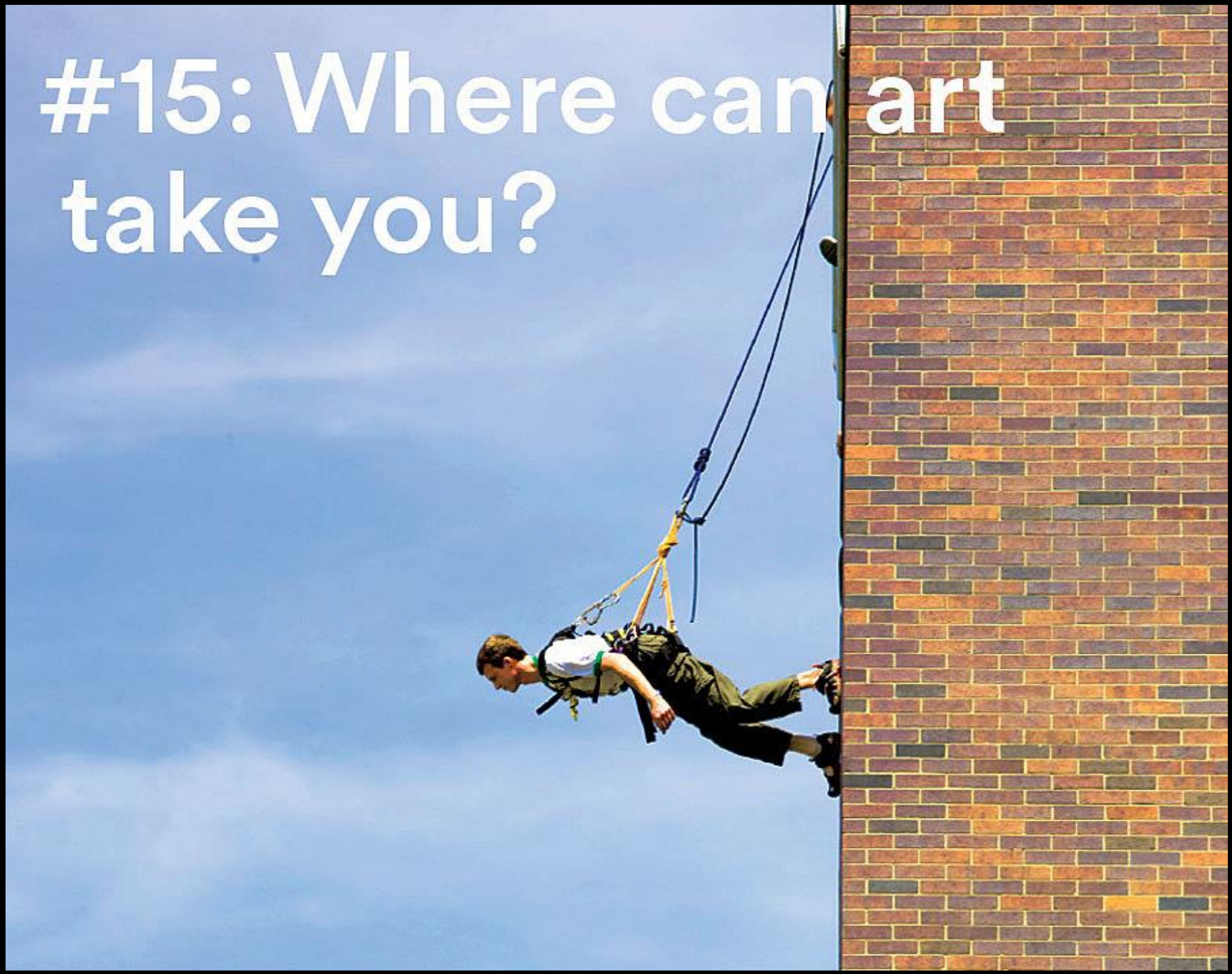
1 Barb Abney is permanently off the air at

CONVERSATION


#15: Where can art
take you?

For 75 years the Walker has been asking questions: questions posed by our artists, questions asked of ourselves, questions inspired by our communities—in short—the questions that shape and inspire us. Join us in celebrating our 75th anniversary as a public art center.

75 Years of Asking Questions

WALKER@75

nightlife E3
A guide to Halloween fun for grownups ...

family E6
... and some spooky options for kiddies, too.

local music E3
Claire de Lune's elegant new act Tiny Deaths.

movies E8
Keanu Reeves as puppy-loving hit man. ★★★½

variety

STARTRIBUNE.COM/ENTERTAINMENT • SECTION E • FRIDAY, OCTOBER 24, 2014

Photo by LEILA NAVIDI • leila.navidi@startribune.com

Photo murals and film clips backdrop the show's glamorous gowns, including Noberasco's timeless 1951 gold-and-black-lace sheath, above center.

STRIKE A POSE

The Minneapolis Institute of Arts celebrates 70 years of Italian fashion in a splendid new show opening Sunday.

By MARY ABBE • mary.abbe@startribune.com

With its economy, cities and morale in ruins after World War II, Italy turned to artists and designers to rebuild and rebrand itself as a source of luxury goods.

By 1951 it was well on its way. Fashion shows in a Florentine palace set the world ablaze. As cameras whirred, a dozen young designers sent gorgeous young women sashaying through a Renaissance salon in sleek satin gowns, silk day dresses, saucy toreador pants and smart beachwear. Buyers from New York, Montreal, San Francisco and elsewhere were agog. Italy was back in business.

Gowns from that signature event, and a lively archival film clip, set the tone for "Italian Style: Fashion Since 1945," the Minneapolis Institute of Arts' gorgeous new show opening Sunday.

Elegant and informative, "Italian Style" is about clothes and much more — handicraft and industry, designers and matriarchs, aristocrats at work, the economics of luxury. Plus history, politics, tailoring, Hollywood and Vespas.

See ABBE on E10 ▸

Nicole Lallouët, assistant curator of textiles, talked about Italy's luxurious crafts amid a display of shoes decorated with silver sequins and faux jewels.

ITALIAN STYLE: FASHION SINCE 1945

When: Opens Sun. with preview party 8 p.m. Sat., $20-$25. 11 a.m.-5 p.m. Sun., 10 a.m.-5 p.m. Tue.-Wed. & Fri.-Sat., 10 a.m.-9 p.m. Thu. Ends Jan. 4.
Where: Minneapolis Institute of Arts, 2400 3rd Av. S. • **Tickets:** $20 adults. 612-870-3000, www.artsmia.org.

Norton as wing man

Edward Norton flew right into his role as cocky foil to Michael Keaton's man on a mission in "Birdman."

By KRISTIN TILLOTSON
kristin.tillotson@startribune.com

Edward Norton's odd career trajectory has established him as a guy who can play offbeat leading men or memorable bit parts, anything from the reformed skinhead of "American History X" to the cartoonishly no-nonsense scoutmaster in "Moonrise Kingdom."

Edward Norton

Since he shot to prominence in 1996 with his first film role, as a slick sociopath in "Primal Fear," which snagged him an Oscar nomination for best supporting actor, he remains best known for playing a mossy office-drone-turned-brawler in "Fight Club."

The newest notch in Norton's meandering résumé — playing a conceited stage actor in "Birdman or (The Unexpected Virtue of Ignorance)" — showcases his knack for being annoying in a really engaging way.

The movie tracks a fraught few days in the life of has-been Hollywood action hero Riggan (Michael Keaton), who is gambling on a shot at career redemption by directing and starring in a Broadway play based on a Raymond Carver short story. When a co-star gets beaned by a floodlight during rehearsal, the talented but exasperating Mike Shiner (Norton) is brought in as a last-minute replacement and wastes no time ruffling feathers, onstage and off.

For Norton, saying yes to a role in "Birdman" was "a foregone conclusion" based on writer/director Alejandro Gonzalez Iñárritu's previous work, including 2006 best-picture nominee "Babel" and the 2010 drama "Biutiful," starring Javier Bardem as a dying man attempting to right some grave wrongs.

See NORTON on E9 ▸

★★★★
Quality films are back at the movie house with three films getting 4-star reviews today.

BIRDMAN
An actor is haunted by his superhero past. **E9**

DEAR WHITE PEOPLE
College satire shot in the Twin Cities. **E8**

WHIPLASH
The drama of a young drummer. **E8**

Park Square's Richard Cook and Michael-jon Pease at the new stage.

One more stage horizon

Park Square Theatre opens its long-anticipated second stage this weekend.

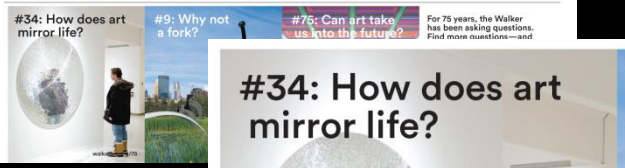
By GRAYDON ROYCE
graydon.royce@startribune.com

"We're putting a new theater on the market," Richard Cook said last week as he took a visitor through Park Square's Boss Thrust Stage. "It's not a black box or a lab. It's a real theater."

This weekend's preview opening of "The House on Mango Street" culminates a $3.5 million project many years in the making. With 203 seats, the Boss Thrust adds a space roughly as large as either Mixed Blood or Pennsbury and is bigger than the Jungle. It has allowed Park Square to increase its annual budget by 48 percent to $3.4 million and program 18 shows this season.

Those numbers put Park Square in new territory for midsize Twin Cities theater companies. Cook hopes that Park Square will sell about 96,000 tickets this season to both stages — including nearly 40,000 to

See PARK SQUARE on E7 ▸



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2014 Vita.mn Restaurant Guide

Where to eat and drink? Annual Vita.mn guide tastes it all

It's a banner year for restaurant openings in the Twin Cities.

latest news

Man with gun killed by police in St. Anthony mobile home park
Updated 8:12 AM

Report details Alaska brawl that involved Sarah Palin family
Updated 8:03 AM

US man's Ebola joke quickly ends Dominican trip Updated 9 minutes ago

Children's Hospital names new CEO
Updated 10:17 AM

Live Blog: Vikings kick in another $500K for stadium Updated 9:13 AM

The Who farewell tour to land Oct. 10, 2015 at Target Center

weather »

Forecast: Hourly | 5-day

48° | 54/34 | Mostly Sunny

Paul Douglas blog The Drive: Metro traffic

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Minnesota budget impasse was triggered by 3 a.m. decision

6:53AM

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BRIAN PETERSON, STAR TRIBUNE

Karen Oberhauser, a University of Minnesota monarch scientist with a male monarch butterfly.

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minnesota history TRAVERSE COUNTY ESTABLISHED 1862

Duking it out over the county seat

BY CURT BROWN

With fewer than 4,000 residents, Traverse County ranks dead last in population among Minnesota's 87 counties. But it's No. 1 in my book when it comes to the drama that played out while placing the county seat in Wheaton in the late 1880s.

They actually called it the Traverse County Seat War, although only one shot was fired and no one was hurt.

First some background: Formed by the westward bump in the state line on the South Dakota border, Traverse County was established in 1862. People, of course, had been living far longer than that along Lake Traverse.

A skeleton unearthed in a gravel pit in 1933 — dubbed Browns Valley Man by archaeologists — was estimated to be 10,000 years old. Sisseton and Wahpeton bands of the Dakota thrived in the area centuries after that.

Joseph R. Brown and his son, Samuel, both key players in the U.S.-Dakota War of 1862, became the area's first white settlers. The village that formed around Joe's fur post on the southern tip of the lake became known as Browns Valley.

Four years after Minnesota became the nation's 32nd state, 568 square miles on its western edge became a county. It was first called Breckenridge County after Vice President James C. Breckinridge (James Buchanan's running mate), despite the misspelling.

The vice president was a pro-slavery Kentuckian who was considered a traitor when he offered his services to the Confederacy — no one after whom to name a county. So Traverse, the name of the county's defining lake, became its moniker.

Despite a population of only 40 people in the 1870s, Gov. C.K. Davis named Sam Brown county commissioner, and in 1881 the Legislature formally organized the county, with Browns Valley as its seat.

Enter the railroads, which reshaped much of Minnesota in the 1870s and 1880s. Population boomed and the town of Wheaton was born in 1884, named after Daniel Thomas Wheaton — a surveyor for the Fargo and Southern Railroad.

Photo courtesy of MNHS.org

THE STANDOFF: Eighty-five Wheaton men came gunning for a jurisdictional showdown outside the Browns Valley courthouse on Dec. 8, 1886.

Charles Pickle, Wheaton's first town marshal, plowed a firebreak around the settlement. A well was dug, a wooden hand pump was installed on Broadway and sidewalks went down.

A petition was circulated to move the county seat from Browns Valley to Wheaton, whose central location on the rail line buttressed the argument.

Two-thirds of landowners signed the petition to move the county seat to Wheaton in 1886. Browns Valley hired a detective who reported that Wheaton had cheated — allegedly importing denizens of Twin Cities' slums to skew the vote totals. Wheaton town leaders denied the charges.

With three-fifths of the vote needed to move county seats, the tally came in 668 to 463 for the switch. Wheaton had fallen a dozen votes shy. So its town honchos went to Gov. Lucius Hubbard and secured an order declaring Wheaton the new county seat.

Furious Browns Valley leaders went to court and won an injunction barring the removal of any county records and prohibiting any county business from being transacted anywhere but their village.

The clash was set.

On Dec. 8, 1886, 25 horse-drawn wagons and 85 men mounted up in Wheaton before dawn and rode 25 miles southwest to Browns Valley. They arrived at 6 a.m., only to find the building with the county records locked up tight.

So the men of Wheaton busted in the door and began loading their wagons with desks, stoves, books and files. The commotion awakened W.R. Smith and his family, who lived on the second floor of the courthouse in Browns Valley. Smith ran to the church and clanged the bell, alerting Browns Valley's finest.

A debate erupted. Some townsfolk wanted to grab the guns at the hardware store and defend their county seat with a hail of bullets. Slightly more moderate residents persuaded the growing crowd to grab clubs, gas pipes and knives instead.

Browns Valley's A.F. Crossfields stood on the county courthouse steps and read the court's injunction. A Wheaton man cut him off, hollering: "Court orders be damned."

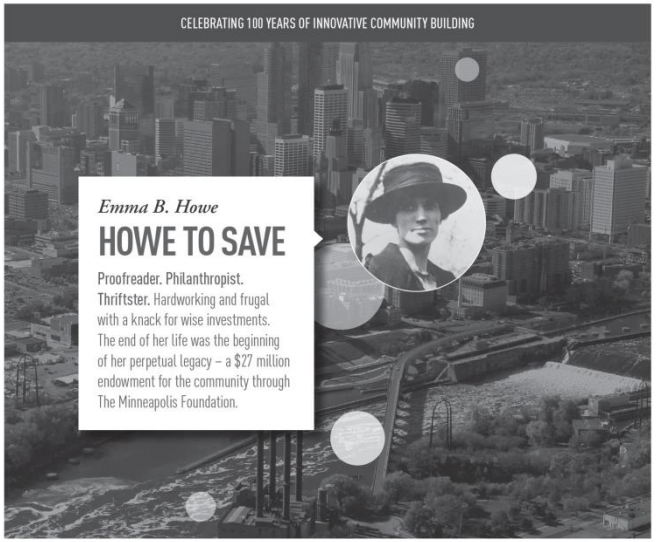
They continued loading books, records and furniture on their wagons. A shot rang out, although no injuries were reported. Browns Valley residents soon outnumbered the raiders from Wheaton. The loads were dumped in the street and the Wheaton folks were forced to flee.

Smashed desks, sliced harnesses and scattered records punctuated the chaos. In the end, only one load of records made it to Wheaton when John Wienke whipped his horses to get across the track just ahead of a locomotive, which was running back and forth along the track to prevent the intruders' escape.

Within three years, the court dismissed its injunction and the county seat moved to Wheaton without more fireworks. Today, Traverse County ranks fourth nationally in its percentage of folks 85 years old and up. And Wheaton boasts the world's largest mallard — a 20-foot-tall community project constructed of concrete and steel in 1960.

So while Traverse County might rank last in population, it fares far higher in colorful civic history.

Curt Brown's tales on Minnesota history appear Sundays. Readers can send him ideas and suggestions at mnhistory@startribune.com. He will be discussing his new book on the Marvy family of St. Paul, the nation's last makers of barber poles, Feb. 17 at Common Good Books in St. Paul at 7 p.m.



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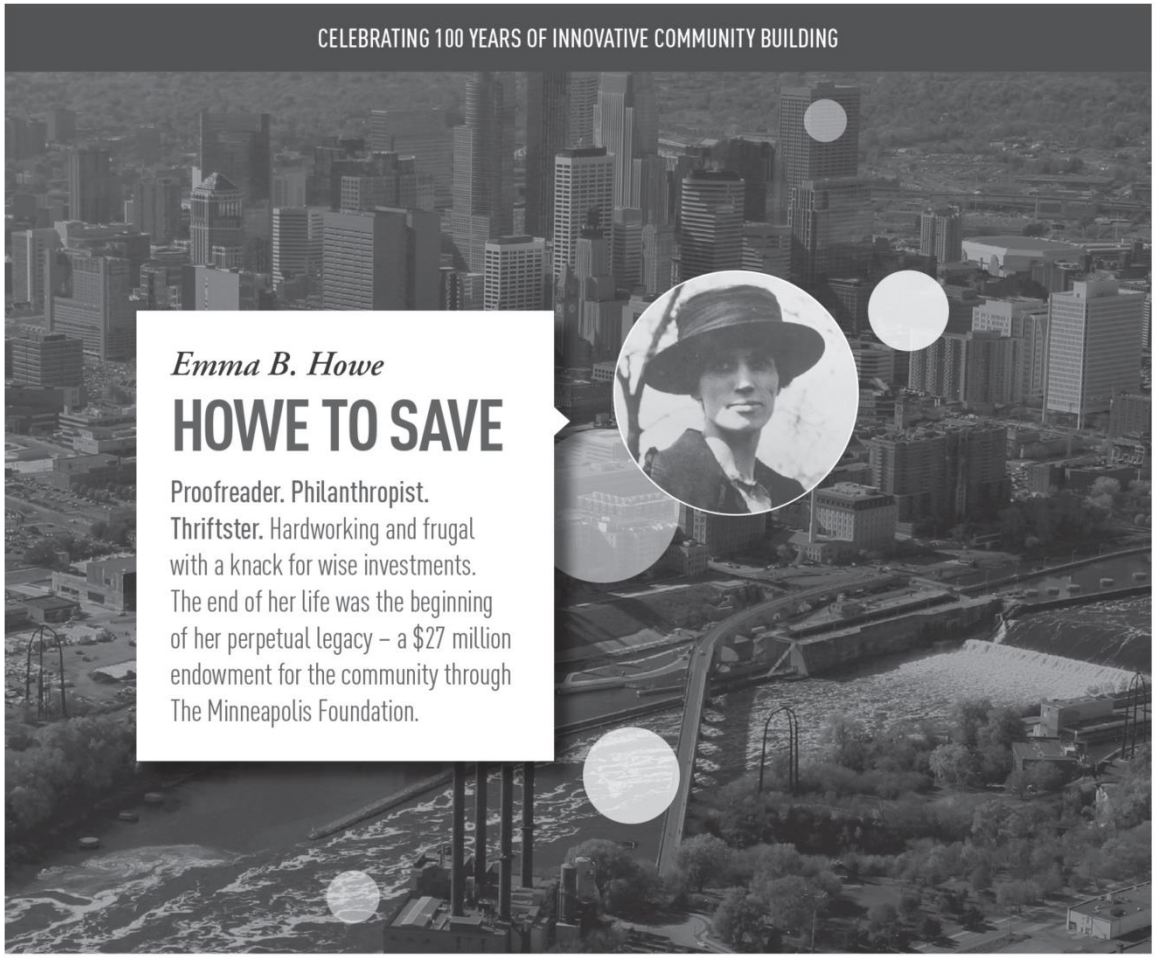

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Chattanooga: Twins' Grade A talent in AA town

Buxton, Sano, Polanco, Berrios and more. The Twins have stockpiled top prospects at their Class AA team in Chattanooga. The first of a two-day look at the Lookouts by Chip Scoggins.

- Chattanooga's Engel Stadium: Where legends played
- Chart: Ranking the Twins' top 10 prospects

Gallery: Chattanooga Lookouts

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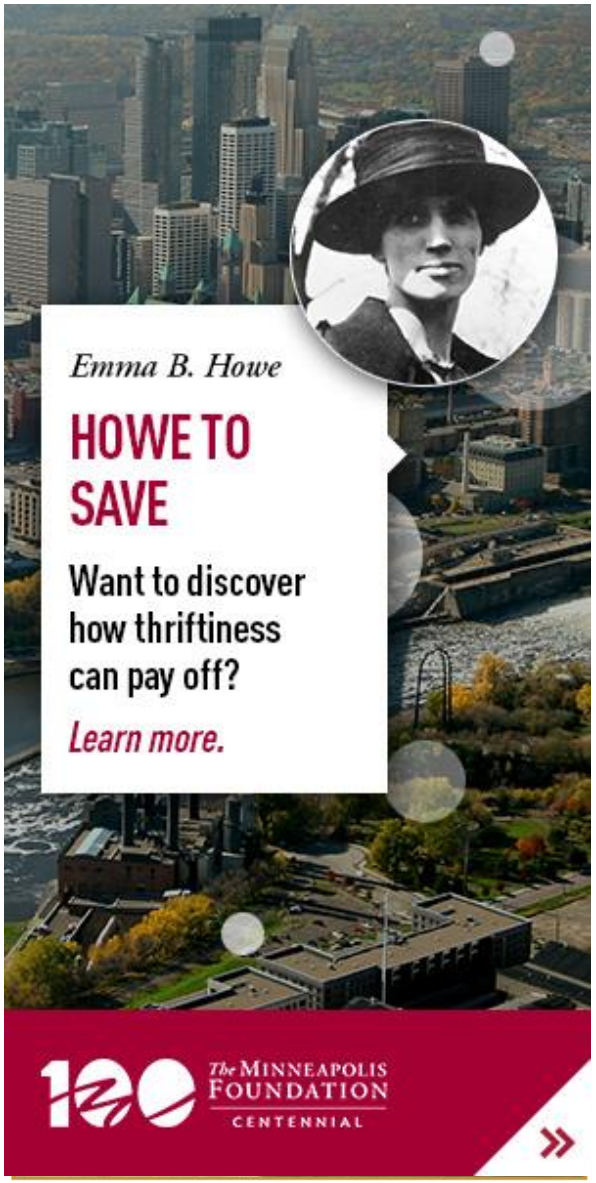

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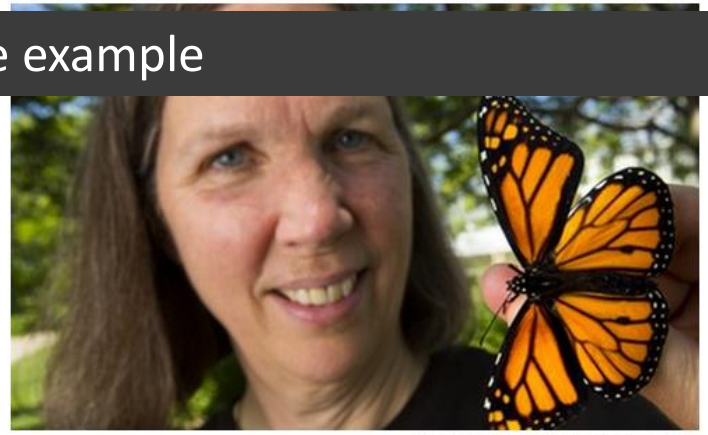

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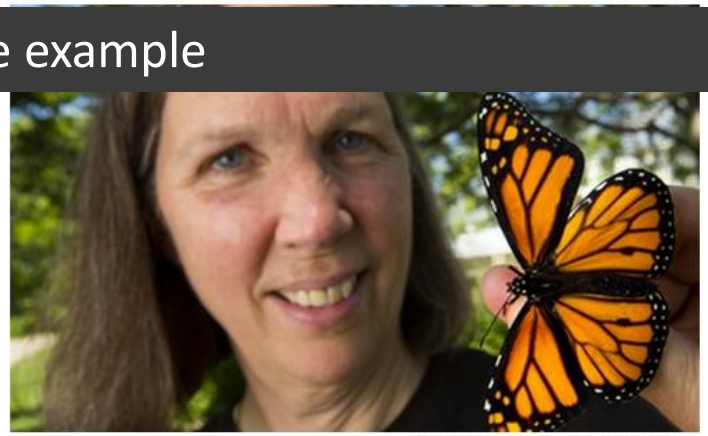

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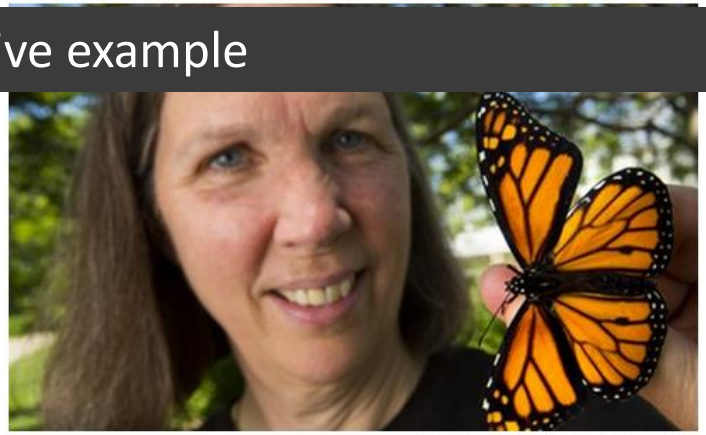

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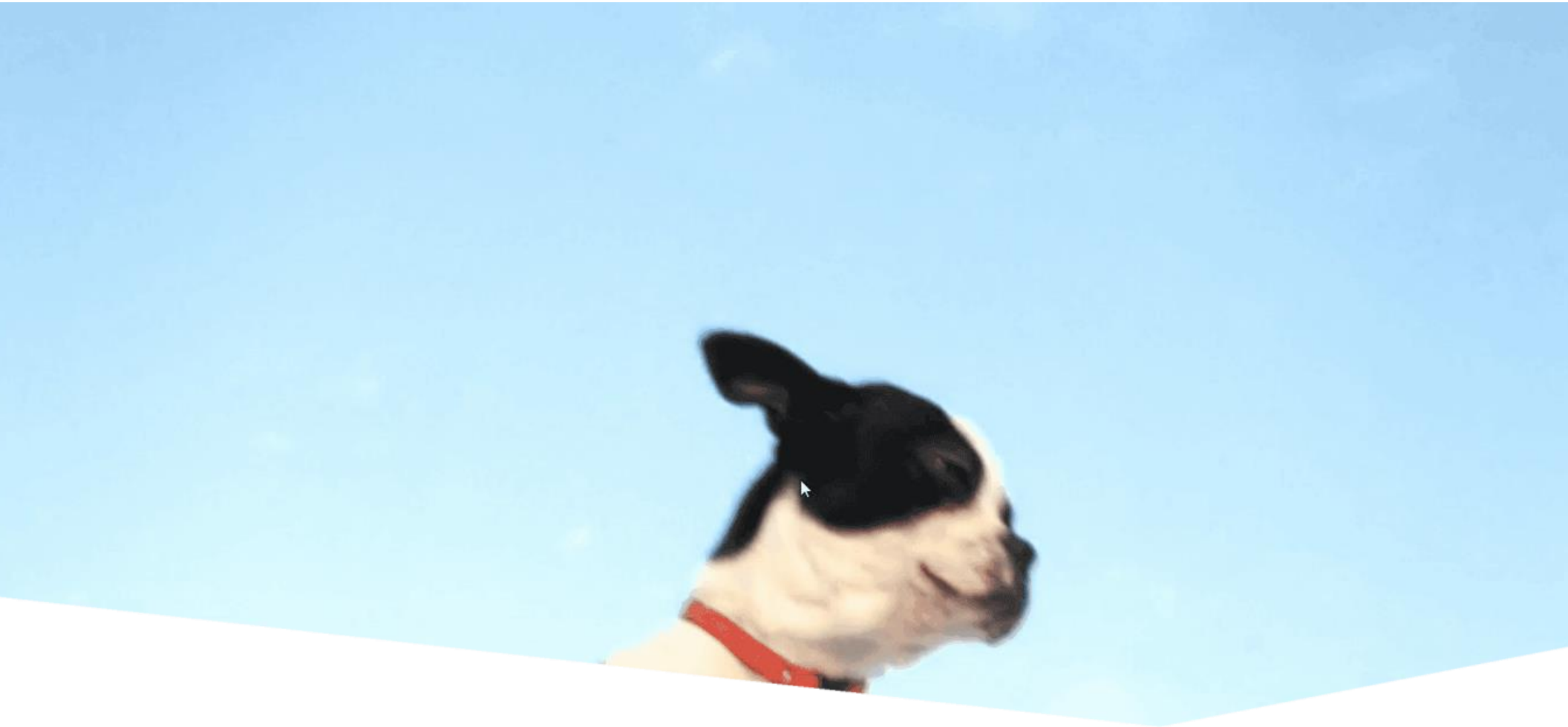

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