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ABBOTSFORD, Population 782

CLARK COUNTY

Dairying is the mainstay of this Clark county community. Both butter and cheese are shipped in large quantities. One of the warehouses of the Wisconsin Cheese Federation is located in the town, 31 local cheese factories being affiliated. Local farmers are finding poultry profitable and the flocks on many nearby farms are supplementing the dairy herd as profit-makers. Peas are another important product of the community.

ABBOTSFORD TRIBUNE

Circulation _____ Published on Friday
 E. S. Clark is the publisher of this weekly. Clark owns several Badger weeklies, some of which are published in the same plant.

_____ B W _____

ADAMS, 1,119

ADAMS

This section of Adams county depends to a large extent on farming and dairying. Railroad shops of the Chicago and Northwestern Railroad are maintained in Adams.

ADAMS ADVERTISER

Circulation 650 Saturday
 J. G. Willis, now at White Lake, S.D., founded the Advertiser in January 22, 1914. He was succeeded by J. W. Houghton in 1917.

_____ B W _____

ALBANY, 741

GREEN

Located 28 miles south of the capitol city, Albany is fortunately situated in the heart of a dairying and stock raising district. Its chief industries include flour mills, canneries, condensaries, cement block and ring and latch factories. Grain, tobacco and sugar beets are also grown on Albany farms.

ALBANY VINDICATOR

Circulation _____ Thursday
 This weekly was established in 1883. Its present editor is O. G. Briggs.

ALGOMA, 1,911

Kewaunee

The Algoma Panel Company manufacturers plywood panels or veneers built from thin sheets of wood glued under pressure. This is the world's pioneer organization in the plywood industry. Throughout the summer there are 250 men on its pay roll while in the winter they employ about a hundred more. The other outstanding products of this Kewaunee county town are Trumaid Nets, O. K. Ensilage Cutters, Lake trout, American cheese and plumbers' woodwork. However, the plywood industry commands first place in prominence in the community.

ALGOMA RECORD HERALD

Circulation 2,100

Friday

Founded in 1873, this weekly has developed to be an organ of an advancement in its community. Its present editor is H. H. Heidmann.

B W

ALMA, 970

Buffalo

Located on the Mississippi river, Alma serves as a trading center for the surrounding community. Butter, cheese, live stock, poultry, eggs and fish are shipped from this point. River fishing is the most important resource of the community.

BUFFALO COUNTY JOURNAL

Circulation 1950

Thursday

This newspaper was founded in 1861, but the names of the early editors up to 1874 have been lost. From 1874 to 1890 John W; Degroff served as editor, then came Edwin F. Ganz who continued till 1913. From this later date Theodore Buechler, Jr., has edited this Buffalo county newspaper

B W

ALMA CENTER , 461

Jackson

Chief products of this town include cheese, strawberries, stock cattle trays and corn. Cheese is the most valuable to the section. This community has numerous trout streams that attract annually great numbers of fishermen.

ALMA CENTER NEWS

Circulation 500

Thursday

In November 1901, the first number of The News was struck off by Richardson & Peabody. Today this weekly is edited by C. M. Potter.

ALMOND, 504

Portage

This Portage county town is located in a potato growing and dairy-
ing district.

PORTAGE COUNTY PRESS

Circulation 750

The Press was founded in 1901. Its present editor is Ernest B.
Ingle.

_____ B W _____

AMERY, 1,203

Polk

Located in the heart of an extensive dairy country, Amery lists dairy
products as its chief mainstay. Many cheese factories and creameries are
located in an ever-widening circle that encloses the dairy farms of this sec-
tion of Polk county.

AMERY FREE PRESS

Circulation 1486

Thursday

Founded in 1892 by Mark Frissell, later editors of The Press were
G. Gunderson and William Harding. The present owner and publisher, B. R.
Atwood, assumed charge in 1906 and has been in continuous service for 19 years.

_____ B W _____

AMHERST, 588

Portage

Located in a farming section in Portage county, Amherst has within
its borders flour mills, creamery and potato warehouses.

AMHERST ADVOCATE

Circulation 800

Thursday

In 1893, this weekly was established. Its present editor is J. L.
Moberg.

_____ B W _____

ANTIGO, 8,541

Langlade

Lumbering once reigned supreme in this section of Langlade county.
Though still important, farming now occupies as equally a high position. In
Antigo are foundry and machine shops, broom-handle and furniture factories
and planing and saw mills.

ANTIGO BANNER

Circulation _____ Published on Friday
This weekly, of which Ed. Goebel is the editor, was established in 1919. It was formerly a German paper but now it is prepared in English.

ANTIGO JOURNAL

Circulation _____
Bearing the same name as a local daily, published in the home of THE JOURNAL, this weekly is edited by Fred L. Berner.

ANTIGO WEEKLY NEWS

Circulation 1,250
Founded in 1882, this Langlade county weekly is today edited by W. H. Dawley.

_____ B W _____

ARGYLE, Population 701

LAFAYETTE COUNTY

Argyle and the surrounding community is noted for its scenic beauty and is called by its Swiss inhabitants, "The Switzerland of America". Its all important industry is cheese-making, with cheese, of course, as the chief product. Diversified farming marked with acres and acres of alfalfa has been another cause of prosperity in the community. Though grain is never shipped from Argyle, many car loads of feed are brought in each year. A canning factory was recently erected in this section and bright expectations are held for the future of the pea industry at Argyle.

ARGYLE ATLAS

Circulation 900 Thursday
The Atlas was established in 1884. Its present editor is George G. Gaskill.

_____ B W _____

ARCADIA 1,418

TREMPEALEAU

"Arcadia is strictly a farming community and not a factory town", writes Editor A. Hess with considerable pride. Butter takes first place as the town's noted product. Last year the Arcadia creamery did a business of more than \$340,000. After dairying, live stock, especially poultry, is the main source of revenue in this Trempealeau county community.

ARCADIA LEADER

Circulation 1,000

Friday

Founded in 1873, as The Trempealeau County Republican by Charles A. Leith, who continued as editor for two years,-- subsequent editors were: C. E. Hollenbeck, 1875 - 76; Noah D. Comstock, to 1877; Charles A. Leath, to 1884; F. F. Morgan, to 1887; T. F. Ball, to June 1888; George Mathys, to July, 1891; J. G. Faulds and A. J. Cowie, to August, 1893; J. G. Faulds, to February, 1894; Peter Barth, to November, 1902; W. G. Cameron for a short time; Hogn Maloney and H. F. Theurer, to January, 1904. It was then sold to Albert Hess, who is still owner and editor. In 1914 Christ Fouter associated himself with Mr. Hess as business manager.

B W

ATHENS 940

MARATHON

Athens is another of Wisconsin's dairy centers. Pure bred Guernsey and Holstein cattle are popular on many of the many nearby farms. Lumbering commands more than passing attention in the community, wood products being manufactured in large quantities. Recently a new \$75,000 pea cannery was erected in Athens, for which an abundance of peas is grown locally.

ATHENS RECORD

Circulation 550

THURSDAY

The Record was founded in 1900. It is now edited by A. Neuenschwander.

B W

AUGUSTA 1,407

EAU CLAIRE

Farming plays an important role in the business affairs of this Eau Claire county town as it is surrounded by an extensive dairying and stock raising district. Other industries of note are saw mills, planing and flour mills, a cannery, creamery, and sash, door and comb factories.

EAU CLAIRE COUNTY UNION

Circulation 2,625

Friday

During 1874, the first number of this weekly was struck off. Today it is edited by C. W. Warner.

BALDWIN 666

ST. CROIX

Baldwin is the home of one of the largest cooperative creameries of the North West. It takes at least six large trucks to gather the daily cream output from the local farms lying within a ten-mile radius of the town. The Western Cable and Light Company is also a great asset to the community. This organization manufactures storage batteries, radio sets and lightning rods.

BALDWIN BULLETIN

Circulation 1,350

Friday

Wm. E. Hawley edits this weekly that was established in 1873.

 B W

BALSAM LAKE 251

POLK

An inland town, six miles from a railroad, and noted as a summer resort are the highlights in Balsam Lake's history. On the local farms general farming with dairying predominating is carried on. Peas is becoming an important product of the community.

POLK COUNTY LEDGER

Circulation 1,225

Thursday

The Ledger has had a checkered career. It was founded in November 1899, when H. A. Pease moved The Clear Lake Courier to Balsam Lake from Osceola. During the following year, Pease sold to S. H. Bradbury; since that time a large number of editors have directed this weekly. On March 15, 1907, E. J. Husband, the present editor took charge. Husband is also clerk of the county court.

 B W

BANGOR 854

LA CROSSE

Canning ranks first among the industries of this La Crosse county community, peas, corn and dill pickles being prepared in the local factories. Bangor is the center of a well-known farming and dairying district. Hogs have won a place on local farms, local swine breeders ship breeding stock to all parts of the country.

BANGOR INDEPENDENT

Circulation, 700

Published, Thursday

John Haines established The Independent in 1887 and edited it for three years. His successor, R. W. Davis, retained the position until 1907, when W. F. Durnal took charge and continued to 1909. Since this later date, Frank B. Gessler has been editor.

— B W —

BARABOO, Population 5,538

SAUK COUNTY

Though Baraboo is in the heart of a prosperous farming territory, its prosperity is also built on the tourist trade that goes to its attractive natural scenery abounding at Devil's Lake, nearby, and the Wisconsin Dells that lie in an adjoining community. Kilbourn, the home of the Wisconsin Dells, is only thirteen miles away. Dairying and general farming are noted mainstays of the territory, but fruit is coming to play an important part on the local farms in this part of Sauk county. A busy woollen mill, linen mill, overall factory and other industries are also important assets to Baraboo.

BARABOO WEEKLY NEWS

Circulation, 1700

Wednesday

Advertising Rates - Display, per inch 30¢ Classified, per inch - two cents per word first insertion, one cent each subsequent insertion. Agency Commission 15% - Cash discount 2%.

Mechanical Requirements - Width of Column, 12 ems. Depth of columns, 20 inches. Columns to page, 8. Body Type, 8 pt. Screen of Half-tones, 65. Use Mats - Yes.

Advertising Representatives, S.C. Theis Company, 840 Marquette Building, Chicago, Illinois

Established in 1884, The Weekly News was edited by its founder, J. F. Kartack until 1890. G. A. Kartack then assumed the editorial duties, and he operated the paper up to 1894. A. D. Dorsett was editor to 1907. H. E. Cole, the present editor, was associated with this Sauk county weekly as far back as 1894. His partner is H. K. Page, who entered the work in 1910. This paper is now the only weekly paper published at Baraboo, the county seat of Sauk county. There were three weeklies published in Baraboo a few years ago.

— B W —

BARRON, 1623

BARRON

As a source of well-bred livestock, Barron county holds an enviable position in Wisconsin and its fame is rapidly extending beyond the state borders. Recent exportations of dairy cattle to all parts of the world vouch for its future. Served by two railroads, Barron has extensive transportation facilities for the moving of its products. These include flour, lumber, wool, goods and towels, overalls, carriages, and foundry products. Canned goods are also manufactured at Barron. Butter, however is no doubt the town's chief product, One of the largest creameries in the country is located at Barron.

BARRON COUNTY NEWS-SHIELD

Circulation 1,800

Friday

Advertising Rates - Display per inch, 50¢ Classified, per word - one cent.
Agency Commission _____ Cash discount _____

Mechanical Requirements - Width of Column, 13 ems. Depth of columns, 17½ inches. Columns to page, 7. Body Type, 8 pt. Screen of Halftones _____ Use Mats _____.

The present NEWS-SHIELD represents the merger of several Barron county weeklies, - the first of these being established in 1890. Its present editor is Dr. Franklyn Curtiss-Wedge.

_____ B W _____

BAYFIELD, 1441

BAYFIELD

Set on Lake Superior and traversed by two railroads, this northern city has more than common transportation advantages. Among its industries are saw mills, planing mills, a lath factory, two fishing establishments, a canning plant, excelsior mill, creamery, and a fruit marketing association doing nearly \$200,000 worth of business annually.

BAYFIELD COUNTY PRESS

Circulation, 700

Thursday

Advertising Rates - Display, per inch, 20¢. Classified, per word - one cent.
Agency Commission 15% - Cash Discount 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of columns, 19¾ inches. Columns to page, 6. Body Type, 8 pt. Screen of Halftones, 85. Use Mats - Yes.

Advertising Representatives - American Press Association, New York.

Founded in 1870, this northern Wisconsin weekly is today edited by D. C. Bell.

_____ B W _____

BENTON ADVOCATE

Circulation, 600

Friday

Advertising Rates - Display per inch, 20¢ Classified per inch _____
 Agency Commission 15% - Cash discount _____

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body Type, 8 and 10 pt. Screen of Halftones _____ Use Mats, No. _____

Advertising Representatives _____ Address _____

J. W. Chambers established this weekly September 12, 1901. He edited it for two years. Then came C. M. Vail and A. L. Murray, who together conducted THE ADVOCATE until the middle of 1904. Vail, himself, has occupied the editorial chair since that time.

_____ B W _____

BIRNAMWOOD, Population 651

SHAWANO COUNTY

Lumbering has been one of the chief occupations in the past with the local sawmill running night and day for several months of the year. Much revenue has also been obtained from the marketing of cedar posts, basswood bolts, cordwood and kilnwood. The farming industry has developed very rapidly and there are several cheese factories within a radius of a few miles of the village. Cheese and potato warehouses are also located here.

BIRNAMWOOD NEWS

Circulation, 375

Wednesday

Advertising Rates - Display, per inch 20¢ Classified, per inch, 5¢ (line)
 Agency Commission, 15% Cash discount _____

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body Type, 8 pt. Screen of Halftones _____ Use Mats, No. _____

Advertising Representatives _____ Address _____

Founded in May, 1900, by S. K. Adams, who remained its editor until his death, which occurred on April 10, 1920. Since that time Mrs. S. K. Adams has been at the helm.

_____ B W _____

BLACK CREEK, 516

OUTAGAMIE

Dairying leads as the industry of Black Creek. This community boasts of its cheese factories, creameries and condensaries. It, also, has a cheese box factory.

BLACK CREEK TIMES

Circulation, 500

Thursday

The first issue of the times was published at Black Creek in 1903. Its present editor is F. H. Colburn.

----- B W -----

BLACK EARTH, 464

DANE

Organized more than 30 years ago, a large cooperative store is doing business at the rate of \$200,000 annually in this Dane county town. Black Earth, located near the state's capital city, is in the heart of a prosperous farming section. The Barsness Manufacturing Company, though only 10 years old, has developed a large business as builders of barn equipment that extends in several states.

DANE COUNTY NEWS

Circulation, 485

Is it sworn? - Yes

Friday

Advertising Rates - Display, per inch, 18¢ Classified, per inch, 25¢
Agency Commission, 15% - Cash discount, 2%

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body Type, 8 pt. leaded. Screen of Half-tones, 85 to 120. Use mats, No.

Advertising Representatives _____ Address _____

While the exact date of the establishment of THE NEWS is unknown, it is supposed to have been started during December, 1900. The first editor, Mr. Browne, called the weekly THE BLACK EARTH TIMES. Sold to a cooperative organization, a few years after its founding, the weekly was then leased to a Madison attorney, Mr. Kramer. This plan worked only a year and then the cooperative group hired an editor and his assistant. In 1914, the paper was sold to Carl Kennedy, and two years later, Kennedy sold to Zintz Brothers. The present editor, A. W. Pickering, purchased the entire establishment May 10, 1918 from Zintz Brothers. A new building for the plant was constructed in 1924.

----- B W -----

BLACK RIVER FALLS, 2000

JACKSON

Industries of this Jackson county community include, large box factory, sash and door factory and planing mill, tobacco warehouses and sorting rooms, flour mills and machine shops. The eastern section produces immense quantities of wild blueberries and there are several well developed cranberry marshes. Dairying is the bedrock on which the prosperous farming community rests. There are eight creameries and several cheese factories and numerous fine herds of pure bred Guernsey, Jersey, Holstein, Brown Swiss, Ayrshire and Red Poll cattle.

BADGER STATE BANNER

Circulation, 1000

THURSDAY

Advertising Rates - Display, per inch 20¢ Classified, per inch, 5¢ per line. Agency Commission, 15% Cash discount _____

Mechanical Requirements - Width of Column 13 ems. Depth of column, 24 inches. Columns to page, 8. Body Type, 8 pt. Screen of Halftones _____ Use Mats - No.

Advertising Representatives _____ Address _____

Before the Civil War, in 1856, this Jackson county weekly was established. Its present editor is George F. Cooper, who has been on the paper as publisher for 51½ years, at first going in with his father, Frank Cooper, and attaining complete succession 37 years ago.

_____ B W _____

BLAIR, 657

TREMPEALEAU

Blair is a farming community. While dairying ranks first as the industry of the locality, tobacco follows it as a close second.

BLAIR PRESS

Circulation, 1130

Is it sworn, Yes!

Thursday

Advertising Rates - Display, per inch 25¢ Classified, per inch 35¢ Agency Commission, 15%. Cash discount, 2%. Screen of Halftones 80. Use Mats, No.

Advertising Representatives _____ Address _____

H. C. Kirkpatrick edits this Trempealeau county paper that was founded back in 1897.

_____ B W _____

BLANCHARDVILLE, Population 653

LAFAYETTE COUNTY

This Lafayette county town is located in a farming section where stock raising is important. Cheese and butter are made locally.

BLANCHARDVILLE BLADE

Circulation, 1400

Thursday

During 1891, this weekly was established. Its present editor is W. F. McGuigan.

_____ B W _____

BLOOMER, 1648

CHIPPEWA

Many of the people in this neighborhood are employed in a local condensary. A large corps of men and women are employed regularly with a heavier force in the summer. They handle from 80,000 to 200,000 pounds of raw milk daily. Butter and cheese are also produced here and grain and potatoes are grown in this section of the county. A large canning factory takes care of about a thousand acres of peas. Fishing is good in many lakes adjacent to the city.

BLOOMER ADVANCE

Circulation, 1000

Is it sworn? Yes

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 25¢.

Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of Halftones, coarse. Use Mats? No

Advertising Representatives _____ Address _____

THE ADVANCE was first published in 1888, its founder and editor being G. L. Jones. Succeeding editors have been F. O. Wisner, E. N. Bowers and F.E. Andrews. Andrews has been in charge since 1895.

_____ B W _____

BLOOMINGTON, 657

GRANT

Hogs, cattle, butter and eggs are the products that take first place on the list of this community's chief products.

BOYCEVILLE, 450

DUNN

Dependent on agriculture is this Dunn county town.

BOYCEVILLE PRESS

Circulation

Friday

THE PRESS was established in 1910. Its present editor is H. K. Halvorson.

_____ B W _____

BOYD, 478

CHIPPEWA

Farming ranks first in this Chippewa county community. Industries include a flour mill and beekeeper's supply factory.

BOYD TRANSCRIPT

Circulation

Friday

Founded in 1921, this Chippewa county newspaper is today published by B. J. Fuller.

_____ B W _____

BRANDON, 682

FOND DU LAC

The pea canning industry predominates here, both the canning and growing of peas being carried on extensively. There is also a hemp factory at this point. Cattle and hogs and dairy products are produced in the Brandon area.

BRANDON TIMES

Circulation

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per line 20¢.
Agency Commission, 2%. Cash discount, 15%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 10 pt. Screen of Halftones, coarse. Use Mats?_____.

Advertising Representatives _____ Address _____

This is another of Wisconsin's early newspapers. Founded in 1865, it is today edited by C. A. Forbes.

BRILLION, Population 1,102

CALUMET COUNTY

Many women and children find summer employment in the local pea cannery. This is quite an industrial community which is in the center of a rich agricultural section. Iron works (furnaces and clod crushers) and lime and cement works are established in this city.

BRILLION NEWS

Circulation, 900 Is it sworn? Yes. Published on Friday

Advertising Rates - Display, per inch 30¢. Classified, 10¢ per line first insertion - minimum 50¢. Subsequent insertions 5¢ per line. Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19³/₄ inches. Columns to Page, 6. Body type, 8 pt. Screen of Halftones, 120. Use Mats? No.

Advertising Representatives - American Press Association, New York City

Stoddard and Briggs, who founded this weekly in September 1894, served only for three years. Then Harry Jones held the editorial chair for two years. And at the expiration of Jones' service, Jay Mathews tried his hand with THE NEWS and continued for three months. In the same year, 1899, Otto J. Zander came on the scene and he has ever since guided the policies of this country weekly. THE NEWS has recently gone on an all-home-print basis, discarding the ready-print service.

_____ B W _____

BRODHEAD, 1600

GREEN

More than \$7,000,000 income from cheese alone came to surrounding farmers in 1924. Many thousands of dollars also received for tobacco. Milk and cream, eggs and poultry are produced.

BRODHEAD NEWS

Circulation Thursday

Advertising Rates - Display, per inch 20¢. Classified, per line 7¢. Agency Commission, 15¢.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19¹/₂ inches. Columns to page, 6. Body Type, 8 pt. Screen of Halftones, 80 to 100. Use Mats? No.

Advertising Representatives _____ Address _____

The present owner, George E. Dixon, founded this newspaper in 1909.

BRODHEAD INDEPENDENT REGISTER

Circulation, 2250 Is it sworn? Yes. Wednesday

Advertising Rates - Display, per inch 25¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 20 inches. Columns to Page, 6. Body Type, 8 on 9. Screen of Halftones, 60 to 120. Use Mate? No.

Advertising Representatives - All Agencies.

This Green county newspaper was first established during 1860. Today it is edited by W. F. Schempp.

B W

BRUCE, 561

RUSK

This section of Rusk county is in the cut-over district and local industries are in their infancy. Dairying means most to the local folks and it is broadening continually. Boys' and Girls' clubs and dairy improvement associations are helping to make dairying supreme. Last year the Farmers' Cooperative Creamery did more than \$141,000 of business and the milk shipping stations shipped over \$50,000 worth of milk. High quality livestock are found on many of the local farms. Power sites are being developed here.

BRUCE NEWS LETTER

Circulation, 500 Is it sworn? Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 25¢ and 5¢ per line. Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19½ inches. Columns to page, 6. Body type, 10 and 8. Screen of Halftones, 100 - 120. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

October, 1900, A. H. Cormick struck off the first number of THE NEWS-LETTER. He edited it until 1905. Succeeding editors were: O. G. Briggs, 1905-08; Amos Babcock, 1908-10; F. Kneeland, 1910-12; A. P. Andrews, 1912-16; L. W. Ham, 1915-16; A. P. Solgren, 1916-17; L. W. Ham, 1917-20; V. A. Valiquette, 1921-24; and L. W. Ham from 1924 to the present time.

BROOKLYN, 440

GREEN and DANE

Brooklyn is the home of a branch of the Bowman Dairy Company, which employs about 25 men the year around. Local farmers are specializing in pure bred live stock, breeding mostly Holsteins, Guernseys and Brown Swiss. Dairy products rank first in value to this town, which is located on the borders of Green and Dane counties. Tobacco is also an important export of the local farms.

BROOKLYN TELLER

Circulation, 750 Is it sworn? Yes. Wednesday

Advertising Rates - Display, per inch 20¢.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19½ inches. Columns to Page, 6. Body Type 10. Use Mats? No.

After founding this weekly, November, 1911, M. V. Adamson edited it for three years and then sold it to Clarence Wackman. Wackman served for only a year and then Mr. Adamson came back and took charge till September 1, 1918, when H. D. Hanson, the present owner, purchased the plant and later enlarged the paper.

 B W

BURLINGTON, 3626

RACINE

Manufacturing is a chief industry of this locality and diversified manufacturing is a slogan that has been made a reality. Among the produced articles are horse blankets, men's outdoor clothing, rugs, plumber's brass goods, condensed milk, baskets, "Home-kissed" wooden ware specialities, sauer kraut, children's shoes, and underwear.

BURLINGTON STANDARD DEMOCRAT

Circulation, 2300 Is it sworn? Yes. Friday

Advertising Rates - Display, per inch 40¢. Classified, per line 5¢.
Agency Commission, 15%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 22 inches. Columns to Page, 7. Body Type, 8 pt. Screen of Halftones, 80. Use Mats? No.

During the middle of the Civil War, in 1863, this weekly was established by L. E. Smith, who is now living in Madison. Smith continued as editor for two years. H. L. Devereau assumed charge in '65 and continued till '88. Then H. E. Zimmermann published the weekly until 1912, when his son Louis H. took over the editorship.

BURLINGTON FREE PRESS

Circulation, 2138

Is it sworn? No.

Thursday

Advertising Rates - Display, per inch 35¢. Classified, per line 5¢.
Agency Commission, 15%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60. Use Mats? No.

W. A. Colby founded this weekly November 10, 1880. At the present time it is owned by Kirchner & Koch and edited by W. R. Devor.

 B W

BUTTERNUT, Population 618

ASHLAND COUNTY

To this Ashland county town lumbering is of great importance. Two large concerns give employment to a large number of townspeople and a veneer mill is also a big asset, the latter being of greatest importance to the community. The Butternut creamery also means much to the entire section.

BUTTERNUT BULLETIN

Circulation, 600

Thursday

In 1922 Wm. Curry founded this weekly. He edited for only a year and was succeeded by Lorne Anderson, who conducted it for another year and then the present editor, Paul Fauteck, came aboard.

 B W

CADOTT, 723

CHIPPEWA

The chief occupation in this vicinity is dairying. A large creamery, owned by local farmers, manufactured more than a half-million pounds of butter during the past year. There are five cheese factories, three of which are cooperative. In the 1924 report, one of the cheese factories showed a total income of over \$49,000, over 250,000 pounds of cheese having been manufactured and over 2½ million pounds of milk handled. There is also a box factory and saw mill, as well as a grist mill and flour mill in Cadott.

CADOTT SENTINEL

Circulation, 550

Is it sworn? No.

Friday

Advertising Rates - Display, per inch 25¢. Classified, per word 1¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 19 $\frac{3}{4}$ inches. Columns to Page, 6. Body type, 10 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

W. R. Minroe established this weekly in 1893. Succeeding editors have been Mr. Callahan, M. R. Stewart, E. W. Bates. In May, 1922, the present editor, A. T. Habbefeld, assumed charge.

B W

CAMBRIA, 679

COLUMBIA

Farming is the industry of importance in this Columbia county community.

CAMBRIA NEWS

Circulation, 600

Friday

THE NEWS was started in 1884. Its present editor is E. F. Krueger.

B W

CAMBRIDGE, 600

DANE

The chief occupation of Cambridge folks is the growing and handling of tobacco. A candy factory and a creamery are also located here.

CAMBRIDGE NEWS

Circulation, 600

Is it sworn? Yes.

Friday

Advertising Rates - Display, per inch 25¢. Classified, per line 10¢.
Agency Commission, 15%. Cash discount, 2% - 10 days.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

From 1885 to 1891, E. L. Howe, the founder of this weekly, served as editor. Up to 1893, the second editor, August Oleson was in charge. Following editors were T. C. Rumpf, Otto Sund, Patterson and Banks, E. F. Kramer, H. C. Stair and D. F. Schwam. The latter served only six months in 1922 and then H. C. Stair came back.

CAMPBELLSPORT, 730

FOND DU LAC

In the heart of Fond du Lac county's dairy section is Campbellsport and the prosperity of the community relies, to a great extent, on the dairy cow. Thousands of bushels of potatoes are shipped from the local station annually and approximately 7,000 people are engaged to some extent in this industry. Also a large number of cattle and hogs are shipped annually.

CAMPBELLSPORT NEWS

Circulation, 964 Is it sworn? No. Thursday

Advertising Rates - Display, per inch 25¢. Classified, per line 5¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Advertising Representatives - American Press Association, New York City

Founded July 16, 1908, this weekly has made only two changes in editorship. W. C. Oviatt founded the paper and continued as editor until 1910. From that time on W. J. Sullivan has occupied the editorial chair.

_____ B W _____

CASHTON, 753

MONROE

The dairying and tobacco industries are the mainstay of Cashton.

CASHTON RECORD

Circulation Friday

Established in 1896, this Monroe county newspaper is today edited by E. H. Brown.

_____ B W _____

CAZENOVIA, 488

RICHLAND

Farming is the main enterprise of this section of Richland county.

CAZENOVIA REPORTER

Circulation, 325 Thursday

Founded November 8, 1915, THE REPORTER was edited for nine years by J. S. Herlihy. Its present editor is Mrs. Bertha Herlihy.

CEDARBURG, Population 1738

OZAUKEE COUNTY

The Cedarburg Woolen Mills, for more than 60 years, have manufactured blankets; they employ about 100 hands. The Hausen Canning Factory employs 40 more men. One of the world's largest fox farms, keeping 4000 head, is located here. High grade interior building boards are made by two local concerns. And one of the most beautiful parks in the state is located here.

CEDARBURG NEWS

Circulation, 1200 Is it sworn? Yes. Published on Wednesday

Advertising Rates - Display, per inch 30¢. Classified, per inch 50¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Advertising Representatives - American Press, 225 West 39th st., New York.

During 1883, this Ozaukee county newspaper was founded. Its present editor is A. S. Horn.

 B W

CHETEK, 1154

BARRON

A farming community surrounds this section of Barron county. Cheleth and Chetek Lakes are also widely known as summer resorts.

CHETEK ALERT

Circulation, 900 Is it sworn? Yes. Friday

Advertising Rates - Display, per inch 25¢. Classified, 5¢ a line.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 19½ inches. Columns to page, 7. Body type, 8 pt. Use Mats? Yes.

Advertising Representatives - American Press Association, New York City.

The ALERT was established in 1882. It is now being published by Alert Publishing Company, incorporated in 1914. L. P. Charles is its editor and Edwin S. Hollen, business manager.

CHILTON, 1833

CALUMET

This town is located in one of the richest agricultural and dairy districts in the state. The chief occupation is dairying and its large condensary plant uses 240,000 pounds of milk daily during the high points of the season and it averages better than 200,000 pounds daily. One hundred people are employed here and **there** are 60 milk routes. There are about 125 farmers who deliver their own and their neighbors milk to the plant. There are also several butter and cheese plants and a pea canning company established in and about Chilton.

CHILTON TIMES

Circulation, 2000

Is it sworn? No.

Saturday

Advertising Rates - Display, per inch 25¢. Classified, per inch 30¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Advertising Representative - Wisconsin Press Association.

Shortly before the Civil War, 1857, this Chilton paper was founded by John Potter Hume. He continued as editor until his death August 23, 1881. Then his sons, W. A. and John P. Jr., carried on the paper for two years; after which the former took charge. W. A. Hume is today editor of the paper.

CHILTON INDEPENDENT JOURNAL

Circulation

Thursday

This Calumet county newspaper was established in 1916. Its present editor is Joseph Grassold.

B W

CLAYTON, 304

POLK

Clayton is in the heart of a farming district.

CLAYTON ADVANCE

Circulation, 300

Friday

This Polk county newspaper was established in 1911. Its present editor is V. B. Smead.

CLEAR LAKE, 689

POLK

Diversified farming reigns in this Polk county community. Dairying is very important.

CLEAR LAKE STAR

Circulation, 600 Is it sworn? No. Wednesday

Advertising Rates - Display, per inch 20¢. Classified, per word 14¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 18 inches. Columns to Page, 5. Body type, 8 pt. Use Mats? No.

Advertising Representative - American Press Association, New York.

THE CLEAR LAKE STAR was begun as the NORTH WISCONSIN NEWS in 1878. Today it is edited by Fred. L. Rothgerber.

_____ B W _____

CLINTON, 938

ROCK

Clinton is in the center of a Guernsey cattle district, although the other dairy breeds have many adherents in this community. General farming is carried on extensively. Poultry is of great importance.

ROCK COUNTY BANNER

Circulation, 800 Friday
During 1888, this weekly newspaper was founded. At present it is published by F. R. Helmer.

CLINTON TIMES-OBSERVER

Circulation Friday
Will A. Mayhew founded this paper in September, 1923.

_____ B W _____

CLINTONVILLE, 3275

WAUPACA

Clintonville is an industrial center with the manufacture of Four Wheel Drive trucks ranking as the main output. There are also made Menominee trucks (busses) and Four Wheel Drive tractors. A high grade of cattle is raised in this vicinity of Waupaca county and large quantities of cheese are made. P. H. Kasper, the World's greatest maker of American cheese lives here. He has won more prizes than any other cheesemaker in the world, both National and International. The Clintonville Milk Company with an investment of \$150,000 began operations November 1, 1925.

11-30-25

CLINTONVILLE TRIBUNE

Circulation, 2000

Friday

Advertising Rates - Display, per inch 35¢. Classified, per inch 50¢.
Agency commission, 15%. Cash discount 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 19½ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Mr. Burnham, who founded THE TRIBUNE, August 11, 1881, edited it for only one year. Succeeding editors were : Frank Brady, 1882 to 1901; W. M. Barnum, 1910 to 17; at present, F. A. Moldenhauer and son Earl Moldenhauer, publish the paper.

DAIRYMAN GAZETTE

Circulation, 2742

Is it sworn, Yes.

Thursday

Advertising Rates - Display, per inch 35¢. Classified, per line 10¢
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, any screen. Use Mats? Yes.

Founded in June, 1919, this weekly was edited by R. W. Wright till April 1, 1921. Since that time A. A. Washburn has been the proprietor. It was formerly known as THE CLINTONVILLE GAZETTE; Washburn changed the name to the present head.

_____ B W _____

COCHRANE, Population 305

BUFFALO COUNTY

This Buffalo county community is a superior stock raising center.

COCHRANE RECORDER

Circulation, 600

Thursday

Advertising Rates - Display, per inch 30¢. Classified, per inch 30¢.
Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Advertising Representative - American Press Association, New York.

During 1914 this country newspaper was first published. Its present editor is L. L. Quimby.

COLBY, 798

MARATHON-CLARK

A great quantity of peas and beans are grown and canned in this vicinity. Colby cheese is shipped in boxes made at home. Many pure bred cattle are raised in this vicinity.

COLBY PHONOGRAPH

Circulation, 1250

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 30¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? No.

Advertising representative - American Press Association, New York.

August 16, 1879 is the founder's day in the life of THE PHONOGRAPH. Its first editor was Joe Schaefer who served until September 15, 1915. His successor, Harry Harvey, was editor until April 10, 1918 and then G. Gessert was in charge until October 3, 1921. The present editor, R. H. Markus, followed Mr. Gessert.

 B W

COLEMAN, 305

MARINETTE

Coleman is located in a farming community.

COLEMAN CITIZEN

The present editor of this newspaper is V. H. Dahlen, who also publishes the Peshtigo Times.

 B W

COLFAX, 905

DUNN

Quarrying is carried on extensively here and Colfax stone is shipped to many states, going as far east as New York. This is a sand stone which hardens with age. Purebred cattle are raised on local farms. Some tobacco and potatoes are also grown nearby.

COLFAX MESSENGER

Circulation, 800

Thursday

Advertising Rates - Display, per inch 20¢. Classified, per lin 5¢.
Agency Commission, 15%. Cash discount 5%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 22 inches. Columns to page 7. Body type, 8 pt. Use Mats? No.

Advertising Representative - American press Association, New York.

Founded in March, 1897 by A. C. Chase, this weekly has since made only one change in editorship. The present owner, Ward L. Swift, purchased the paper from its founder.

B W

COLUMBUS, 2460

COLUMBIA

Pea canning is the main industry in this community but the manufacturing of pea vining and bean shipping machinery, as well as poultry appliances is also of value. Much dairying is carried on and a \$350,000 dry milk plant has been established which ships its product to all parts of the world. Many head of lambs are fed here each year.

COLUMBUS REPUBLICAN

Circulation, 1700

Saturday

Advertising Rates - Display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 21½ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, quarter tone. Use Mats? No.

J. R. Decker established this weekly in 1868 and edited it till 1908. At that time Robert C. Leitsch bought the paper and served as editor until 1921 when the first name was changed to Leitsch and Roberts, the new member being John B. Roberts who with Mr. Leitsch now publishes the paper.

COLUMBUS DEMOCRAT

Circulation, 1100

Is it sworn? No.

Wednesday

Advertising Rates - Display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Use Mats? Yes.

Advertising representative - Lyman H. Browne, 69 Wisconsin street, Milwaukee.

During 1868, this weekly was established. It is edited today by F. L. Goodwin.

CORNELL, Population, 1337

CHIPPEWA COUNTY

Cornell wood products are manufactured here. Farming is predominant in this Chippewa county community.

CHIPPEWA VALLEY COURIER

Circulation, 550

Is it sworn? No.

Thursday

Advertising Rates - Display, per inch 20¢. Classified, per line 10 ¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Electros.

Founded in 1912, this Chippewa county newspaper is today published by the Cornell Wood Products Company. The present editor is W. H. Howard

_____ B W _____

CRANDON, 1632

FOREST

Located in a hardwood timber district, this Forest county town has two companies that manufacture products from the local wood. One of these, the Vulcan Last Company, has the largest plant of its kind in the United States; it makes shoe lasts and employs 125 men. Its plant is being enlarged and in the future its force will be doubled. The other large company manufactures excelsior. There are four beautiful lakes in the city limits. A state game refuge is nearby with good hunting and fishing in the locality.

CRANDON FOREST REPUBLICAN

Circulation, 1625

Is it sworn, Yes.

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 8¢.

Agency Commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of Column, 13 ems. Depth of Column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, medium. Use Mats? No. 8 pages all home print.

This Forest county weekly was founded in 1885. Its editors have been Samuel Shaw and H. E. Brady, and C. J. Hansen. The present editor is Herman J. Kronschnobl, who purchased the plant in June 1925. He was postmaster at Dorchester, Wisconsin, the past nine years. Previous to that he owned the paper at Abbotsford and Dorchester.

_____ B W _____

CUBA CITY, 1175

GRANT

The main products of this town are lead and zinc, although sulphuric acid is also manufactured in large amounts. Farming is very important to the community.

CUBA CITY NEWS-HERALD

Circulation, 1000

Friday

Founded in 1894, this weekly is today published by W. H. Goldthorpe.

 B W

CUDAHY, 6725

MILWAUKEE

Cudahy can rightfully boast of several large enterprises that are famous the country over for their products. Among these are the Federal Rubber Company, makers of Federal tires, employing 2300 men; the Cudahy Brothers, meat products, employing 1500 men; Helmholtz Shoes, Lodish Drop Forge Castings, Milwaukee Vinegar Company, and the Red Star Yeast.

CUDAHY ENTERPRISE

Circularion, 1200

Wednesday

T. H. McElroy founded the Enterprise October 17, 1908 and continued as editor until March 21, 1913. Mr. McElroy was one of the pioneer newspaper men of Wisconsin. He died several months ago. The present editor is George Bauman.

 B W

CUMBERLAND, 1528

BARRON

Probably more rutabagas are shipped from Cumberland than any other station in the state. Dairying, of course, rates high. Pea canning is coming to be a local industry of importance.

CUMBERLAND ADVOCATE

Circulation, 1400

Is it sworn? No.

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, about 85. Use Mats? Yes.

Advertising Representatives - American Press Association, New York City.

This Barron county newspaper was established in 1881. Today it is edited by R. B. Hart.

CURTISS, 186

CLARK

Agriculture in its various phases supports Curtiss. Among the various plants located at Curtiss is one of Krafts cheese warehouses. One of the largest individual cheese factories in Central Wisconsin, owned by Fred Laabs, which paid over \$150,000 during 1924, is located at Curtiss.

CURTISS ADVANCE

Circulation, 554 Is it sworn? Yes. Wednesday

Advertising Rates - Display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of Column, 13 ems. Depth of Column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

Advertising Representatives - Recognized Agencies.

The ADVANCE is one of the string of weeklies owned by E. C. Clark. It was founded July 1, 1923. Its circulation extends into three counties and is supported by advertisers from eight towns surrounding the village, as well as a 100% from the local business houses.

 B W

DARLINGTON, 1798

LAFAYETTE

Dairying has helped to make LaFayette county, in which Darlington is located, one of the finest agricultural counties in Wisconsin. Large numbers of pure bred Holsteins are found on nearby farms. Foreign cheese is manufactured and hog raising and general farming occupy the attention of many.

DARLINGTON REPUBLICAN-JOURNAL

Circulation, 1700 Is it sworn? Yes. Thursday

Advertising Rates - Display, per inch 30¢. Classified, _____
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 21 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.

This weekly was first issued in 1867. Its first editor was J. N. Ringleworth. Succeeding editors were F. Duncan and Son, C. W. Benteff, Hon. J. G. Monahan. The latter continued until 1919, at which time the present editor, Mr. Peavy, came on the scene. The REPUBLICAN-JOURNAL is the oldest paper in Lafayette county.

DARLINGTON DEMOCRAT

Circulation, 1325

This paper was established in 1865 and is now owned and published by Riley and McGinley.

_____ B W _____

DEERFIELD, 594

DANE COUNTY

Farming leads at Deerfield.

DEERFIELD NEWS

Circulation, 1186

Thursday

Advertising Rates - Display, per inch 25¢ first two insertions; 20¢ thereafter. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8-point. Use Mats? No.

Advertising Representatives - American Press Association, New York

Nels Holman founded the NEWS September 22, 1899, and he served as editor for 19 years. Then came L. P. Joppa, who was active for five years more. After this time George Stoffregen took over the editorship.

_____ B W _____

DE FOREST, 493

DANE

The local canning factory, in which peas and corn are canned, employs about 150 people during the canning season. Tobacco growing and some dairying is carried on extensively.

DE FOREST TIMES

Circulation, 480

Is it sworn? Yes.

Friday

Advertising Rates - Display, per inch 20¢. Classified, per inch 25¢. Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York.

This Dane county newspaper was organized in 1895. Its present editor is Alvin F. Johnson.

DELAVAN, 3016

WALWORTH

About 5,000 summer residents come to Delavan Lake. The city's biggest industry is the Bradley Knitting Company. A business approaching the \$6,000,000 mark entitles it to this distinction. This is the home of the Advanced Registry office of the National Holstein-Friesian association. The State School for the deaf is located here. Dairying predominates in this locality.

DELAVAN ENTERPRISE

Circulation, 1410 Is it sworn? Yes. Thursday

Advertising Rates - Display, per inch 35¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%. Reading notice, 10¢ a line.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt.

Charles R. and Edgar W. Consable established the ENTERPRISE in 1884. Succeeding editors were: Hiram T. Sharp, Grant D. Harrington, Frank M. Stevens, E. J. Scott, W. A. Dean, W. T. Passage and H. S. Saylor. The latter has been editor since 1915.

————— B W —————

DELAVAN REPUBLICAN

Circulation, 2200 Thursday

In 1863, this Walworth county newspaper was started. Today it is published by Maurice Morrissey.

————— B W —————

DENMARK, 735

BROWN

Dairying heads the list at Denmark. First place in importance goes to the Pet Milk Company, manufacturers of condensed milk goods.

DENMARK PRESS

Circulation, 765 Is it sworn? Yes. Thursday

Advertising Rates - Display, per inch 20¢. Classified, per inch 20¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.

Advertising representative - American Press Association.

This Brown county weekly was established in 1913. Its present editor is Jos. R. Satran.

DE PERE, 5165

BROWN

This is an industrial center of note producing writing paper, foundry and machine products, boats, canoes, launches, brick and tile, as well as hay and dairy products.

DE PERE JOURNAL-DEMOCRAT

Circulation, 3375 Is it sworn, Yes. Thursday

Advertising Rates - display, per inch 40¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 cms. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100 line. Use Mats? Yes. All home print, - 16 pages weekly

Advertising Representatives - L. H. Browne, Milwaukee, Wisconsin

Founded in 1916, this Brown county newspaper is today edited by John A. Kuypers. The Journal-Democrat is the out growth of three papers, - De Pere News, Brown County Democrat, and the Brown County Journal. They were consolidated in 1919.

----- B W -----

DE SOTO, 299

CRAWFORD-VERNON

Located on the Mississippi river in Crawford-Vernon counties, this community is noted for its farming.

BI-COUNTY ARGUS

Circulation, 650 Thursday

This weekly was established in 1902. Today it is edited by M. H. Galer.

----- B W -----

DODGEVILLE, 1896

IOWA

Farm implements are made here. Lead and zinc mines are in this community in Iowa county. Farming, the chief industry, is highly developed about Dodgeville. There are 135 cheese factories in the county. Dairying is well developed, many farmers having pure bred stock.

DODGEVILLE SUN-REPUBLIC

During 1881, this Iowa county newspaper was established. Its present editor is Granville Trace, who has been the owner of the business since September 1, 1915

DODGEVILLE CHRONICLE

Founded in 1858, this Iowa county weekly is today edited by John M. Reese.

_____ B W _____

DORCHESTER, Population 519

CLARK COUNTY

There is a good farming community about Dorchester.

WEEKLY CLARION

Circulation, 600 Is it sworn? No. Published on Friday

Advertising rates - display, per inch 25¢. Classified, per inch 1¢ per word. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80 line preferred. Use Mats? Yes.

The first number of the CLARION was struck off July 16, 1899, by R. Prosser and R. Taylor. Shortly after its establishment the weekly was moved to Abbotsford. Many editors have seen service on this paper, including Fred A. Pier, Herman Kronschnable, and Wm. Mannes. At one time it was abandoned but in 1919 it was taken over by the present editor, R. W. Hugoboom and moved back to Dorchester.

_____ B W _____

DOUSMAN, 276

WAUKESHA

Several large Holstein breeding establishments claim Dousman as their headquarters. Dairying, of course, leads as the community's chief asset. Grain, hay and hogs are exported in large quantities. Strawberries and garden crops are shipped to the Milwaukee markets. Dousman is the home of the Wisconsin Home and Farm schools and the Wisconsin Masonic Home.

DOUSMAN WEEKLY INDEX

Circulation, 400 Friday

Advertising rates - display, per inch 20¢. Agency commission, 15%. Cash discount, 5%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 and 8 pt. Screen of halftones, 60-80. Use Mats? No.

Ever since the launching of the INDEX, March 22, 1907, the editorial position has been held by F. C. Krueger.

DOWNING, Population 374

DUNN

Dairying is most important in this Dunn county community.

DOWNING ENTERPRISE

Circulation, 400

Thursday

Advertising rates - Display, per inch 20. Classified, per inch _____.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 10 pt. Use Mats? No.

The present editor of the ENTERPRISE is Newton C. Little.

_____ B W _____

DURAND, 1517

PEPIN

Hogs, no doubt, bring the most revenue to this community, although the returns from butter are high and steady the year around. A pea canning factory, costing \$100,000, has been established here and the products put out by this concern are sold from coast to coast, its popularity steadily increasing.

DURAND COURIER-WEDGE

Circulation, 2250

Is it sworn? No.

Thursday

Advertising rates - display, per inch 35¢. Agency commission, 15%.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Two papers are the parents of the COURIER-WEDGE. The Pepin County Courier, founded in 1878, and The Entering Wedge, established in 1893; both of these were consolidated April 25, 1918. The present editor, A.W. Crippin, was formerly editor of The Entering Wedge.

_____ B W _____

EAGLE, 394

WAUKESHA

As in other Waukesha county communities, dairying leads. Hogs, poultry and sheep are also found on the local farms, making the farming of Eagle well diversified. The summer resort trade of this community is a matter of no small moment.

EAGLE QUILL

Circulation, 350

Thursday

Founded in 1893, the Quill was edited by Willis Wilton till 1898. H. M. Loibl, who then assumed charge, is still conducting the paper.

EAGLE RIVER, Population 572

VILAS

Dairying, potatoes and resort centers are three very valuable assets possessed by the community. The quality of local "spuds" is attested by the state, county, and national honors that have been won by Eagle River potatoes. The soil and climate are excellent for increases in the community's potato fields. There are 3,000 known lakes within the boundaries of the county and it is credited with having more touring people and permanent summer homes than any other section of the state.

EAGLE RIVER REVIEW

Circulation, 700

Is it sworn? No.

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 25¢.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page 7. Body type, 8 pt. Screen of halftones, standard. Use Mats? Yes.

During 1886, the REVIEW was established. Its first editors, Dewar and McIntyre served only a year. Their successor, O. B. Moon, was editor for about 12 years and he was followed in succession by D. E. Riordan and O. E. Bowen. The latter served till 1912. Charles Richards published the paper until 1917. Since his death his son, Verne Richards, has published and edited the paper.

VILAS COUNTY NEWS

Established in 1893 this Vilas county weekly was published until recently by D. C. Menefee who sold the paper to Earnest A. Stewart of Chicago.

B W

EAST TROY, 773

WALWORTH

The Troy Milk Products Company has a large condensary here producing condensed cream and milk, powdered milk, butter, and other products well known over the United States and in foreign countries. It furnishes a splendid market for the milk produced in the surrounding area and the earnings of the employees in this work are for the most part spent at home. On the local farms will be found many pure bred Holstein and Guernsey, Duroc and Poland China herds, as well as flocks of White Leghorn chickens.

EAST TROY NEWS

Circulation, 1075

Wednesday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19¾ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80-100. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

Established February 1, 1893, this paper was edited for three years by its founder, S. K. Adams. O. R. Kurzrok then took over the paper. In 1922 he formed a partnership, taking his son into the business.

 B W

EDGAR, Population 723

MARATHON COUNTY

Over 640 dairy farmers do their trading in this Marathon county town. In car load lots they have shipped pure bred live stock to other states. The dairy industry is by far Edgar's most important asset. A basket factory employs 150 men and 50 women the year around. Lumbering is important to the community; a large saw mill is situated here and some excelsior is made in a local factory.

EDGAR NEWS

Circulation, 1150 Is it sworn? Yes Friday

Advertising Rates - Display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60-100. Use mats? No.

Advertising representative - Any Agency.

This weekly was established in 1907, its first editor being anonymous to present Edgarites. In 1922, E. B. Crawford was editor and from this time to 1924, I. Townsend was in charge. E. D. Seekins, the present editor, purchased the paper April 1, 1925.

 B W

EDGERTON, 2688

ROCK

Edgerton is noted far and wide as a tobacco center. It is the "largest cigar leaf tobacco packing center in the world." Leaf tobacco, cigar leaf tobacco and scrap smoking and chewing tobacco are the main sources of revenue of the community. However, this Rock county town is also noted for the highway trailer, with the dead rear axle, the knuckle axle, and for Monarch oil, all of which are produced locally.

WISCONSIN TOBACCO REPORTER

Circulation, 2100 Is it sworn? Yes. Friday

Advertising rates - display, per inch 30¢. Classified, per inch 50¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, $19\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 point. Use Mats? No.

The REPORTER was organized in 1874. Former editors were G. H. Tousley, F. W. Coon and D. G. Ristad. C. A. Hoen is president of the company and F. G. Smith is secretary of the company that now publishes this weekly.

 B W

ELKHORN, 1991

WALWORTH

Though this Walworth county town is located in the heart of a widely known farming section, Frank Holton & Company, makers of band instruments, turn out the product for which the town is most noted. An allied organization makes band instrument cases. The Walworth county fair is a \$50,000 institution. The Wisconsin Butter and Cheese Company and the Elkhorn Pea Cannery are two other mainstays of this town.

ELKHORN INDEPENDENT

Circulation, 2000

Thursday

August 7, 1845 is the founder's day in the life of this Walworth county journal. Its first editor was George Gale and subsequent editors were James Densmore, John Hotchkiss, Frank Leland, M. T. Park, Gene Kinnie, John Snyder, F. H. Eames and Claude Eames.

 B W

ELLSWORTH, 1043

PIERCE

This Pierce county town looks on the livestock industry as its greatest asset. A cooperative creamery operates here. From the town are shipped eggs and other poultry products. A great area of cabbage is grown on the local farms.

ELLSWORTH RECORD

Circulation, 1500 Is it sworn? Yes.

Thursday

Advertising Rates - display, per inch 30¢. Agency commission, 15%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85. Use Mats? No.

Advertising representative - American Press Association, New York City.

J. F. Shaw, who struck off the first number of this weekly January 1, 1899, edited it until September 14, 1911. Oscar A. Halls, who then took charge has been editor ever since.

PIERCE COUNTY HERALD

Circulation, 1110 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising Representative - American Press Association, New York City.

M. B. Kimball & Son founded this weekly as early as 1866. They were succeeded by Case and Doolittle and by E. S. Doolittle & Son, The present editor is H. F. Doolittle. This is the oldest newspaper published in Pierce county.

_____ B W _____

ELROY, 1713

JUNEAU

Railroad shops located in this Juneau county town are of great value. Farming is important and considerable livestock is shipped from this point.

ELROY LEADER-TRIBUNE

Circulation Thursday

This Juneau county weekly newspaper was formed at the merger of two weeklies published in Elroy. The Leader was founded in 1898 and the Tribune in 1881. The present editors are Whitehall & Shear.

_____ B W _____

ENDEAVOR, 500

MARQUETTE

While Endeavor is in a farming, dairying and fruit producing section, it is noted for its fishing and as a summer resort camp. Christian Endeavor Academy is located here.

MARQUETTE COUNTY EPITOME

Circulation, 400 Friday

This Marquette county weekly was established in 1900. In 1906 C. D. Browne purchased the paper from R. E. Helms. They sold it to Cotton Brothers, January 1, in 1914, and in 1919 C. D. Browne's son took over the paper. Since that time Browne had charge except a year and a half when W. L. Cotton had control. During July, 1925, A. O. LaBell purchased The Epitome and in October it was sold to W. N. Friddy.

ETTRICK, Population 400

TREMPEALEAU

Farming ranks first in this community of Trempealeau county.

ETTRICK ADVANCE

Circulation

Thursday

Advertising Rates - Display, per inch _____. Classified, per inch 20¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 6. Body type, 10. Screen of halftones? Yes.
Use Mats? No.

Founded in 1919. THE ADVANCE is today edited by A. G. Sorenson.

B W

EVANSVILLE, 2209

ROCK

Windmills and gas engines are the most important articles manufactured in Evansville. Considerable dairying is carried on in the vicinity and as a consequence dairy products are produced in large quantities. Evansville claims to have the largest creamery, largest oleomargarine plant and largest poultry feeding and dressing station in Wisconsin.

EVANSVILLE REVIEW

Circulation, 2400

Is it sworn? No.

Thursday

Advertising rates - Display, per inch 35¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 on 10. Screen of Halftones, 120. Use Mats? Yes.

Advertising Representatives - American Press Association, New York City.

I. A. Hoxie struck off the first number of this weekly in 1866. Succeeding editors have been Wells & Warren, I. A. Hoxie, Magee & Lawton, R. M. Antes, H. Morgan, J. J. Norton, and A. Todd. It is now published by the Antes Press, R. M. Antes is editor and J. I. Scott, managing editor.

B W

FENNIMORE, 1383

GRANT

This Grant county town is in a farming community.

FENNIMORE TIMES

Circulation, 4600 Is it sworn? Wednesday

Advertising Rates - Display, per inch 45¢. Classified, per word 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page 6. Body type, 7. Screen of halftones, 60 to 80 lines.
Use Mats? Autocaster.

Advertising representative - American Press Association, New York City.

E. L. Howe founded the TIMES in 1889 and he served as editor until 1893. Then H. E. Roethe assumed charge and continued as head until 1910, at which time his brother, E. J. Roethe, joined him.

_____ B W _____

FLORENCE, 1768

FLORENCE

This Florence county seat town is located in an ore mining district and ore is the chief product of the community. However, farming is coming to the fore. Milk produced on local farms is handled by a Florence Creamery. Some maple syrup is also exported. It has a saw mill and logging is carried on to some extent.

FLORENCE MINING NEWS

Circulation, 800 Is it sworn? No. Saturday

Advertising Rates - Display, per inch 25¢. Classified, per line 3¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? No.

In 1880 G. M. Atkinson established this paper and edited it for one year. For six years, Chase S. Osborn served as editor. From 1887 to 1915, George C. Youngs was editor. From the latter date to the present time Chase O. Youngs has directed this weekly.

FORT ATKINSON, 6000

JEFFERSON

This is a thriving place of 6,000 people, with paved streets and five concrete roads leading out to distant cities. It is located in the heart of Wisconsin's richest dairy section. It is on beautiful Rock River only six miles from Lake Koshkonong, noted for its hunting and fishing and its historic memories.

While Fort Atkinson is the birth-place of several industries based on the dairy cow that now have a nation-wide importance, it has originated many other businesses of note. It is the home of Hoard's Dairyman - Hoard's Creameries - Better Sox Knitting Mills - Jones Little Pig Sausages - James Sanitary Cow Stalls, Poultry and Hog Equipment - Creamery Package Mfg. Company making Dairy and Ice Cream Machinery - Atwood-Koerberl Company making Interior Woodwork - Pounder Harrow Company - Meier Ice Cream and Butter Company - Fort Atkinson Mfg. Company making milking machines - Fort Atkinson Canning Company - Nine Baby Chick Hatcheries - Two large Nurseries (Coe, Converse & Edwards Company and W. H. Bright) - Seven Automobile Agencies - Fort Atkinson Tanning Company - Six garages - four florists - two public parks - public tourist camp - Blackhawk tavern - Lawton Hotel - Municipally-owned electricity, water and gas.

JEFFERSON COUNTY UNION

Circulation, 1806 Is it sworn? Yes. Friday

Advertising Rates- Display, per inch 35¢. Classified, per word 2¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 cms. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of half-tones, 110. Use Mats? Yes.

William Dempster Hoard, one of Wisconsin's best known governors, founded this weekly March 17, 1870, and was its managing editor until shortly before his death November 19, 1918. Halbert L. Hoard was assistant editor from 1885 to 1918 and since this latter date he has served as managing editor. In the early days this weekly was closely related to the dairying of Wisconsin, and a little later to that of the entire country. For several years one page of the Union was given up to dairy information and later Hoard's Dairyman was published in magazine form.

FORT ATKINSON DEMOCRAT

Circulation, 1500

This Jefferson county paper was organized in 1904. Its present editor is C. C. Netteshiem.

_____ B W _____

FOUNTAIN CITY, 880

BUFFALO

This Buffalo county town is in the heart of an agricultural district, being located on the Mississippi river.

BUFFALO COUNTY REPUBLICAN

Circulation, 665

This Fountain city weekly has been printed in both German and English. Not it is an all English publication. It was founded in 1861. Its present editor is C. H. W. Andres.

FOX LAKE, 1012

DODGE COUNTY

This summer resort town is in the heart of a rich agricultural section in Dodge county. Fox Lake attracts many tourists.

FOX LAKE REPRESENTATIVE

Circulation, 890

Thursday

Here is another of Wisconsin's old newspapers. Founded in 1866, this weekly is today edited by F. H. Baker.

 B W

FREDERIC, 682

POLK

A pea canning factory, wollen mill, pickle factory, are in this Polk county town. Numerous lakes make it popular as a summer resort town but the principal industry in the community is farming, with dairying leading in importance. A strong cooperative creamery in Fredoric and several in the surrounding territory show the importance of dairying.

FREDERIC STAR

Circulation, 800

Is it sworn? No

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Founded in 1903, this polk county weekly is today owned by Harvey J. Oleson and Dick Pugh of the Luck Enterprise. Oleson edits the papers.

 B W

FRIENDSHIP, 442

ADAMS

Railroad shops and roundhouses are in this Adams county town. Grain, potatoes and dairy products from the local farm are also important to Friendship.

FRIENDSHIP REPORTER

Circulation, 1000

Thursday

The Reporter was founded in 1901. Today it is conducted by H. S. Pierce.

GALESVILLE, 1200

TREMPEALEAU

Galesville is located in a farming section. Gale College is located here.

GALESVILLE REPUBLICAN

Circulation, 1100

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of Column, 13 ems. Depth of column _____.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.
Use Mats? Yes.

Advertising Representative - American Press Association, New York City.

Founded in 1897, by Bert A. Gipple, who has been continuously at the head of this Trempealeau county weekly.

_____ B W _____

GAYS MILLS, 652

CRAWFORD

Farming ranks first in this Crawford county community. It is also noted for its fine orchards.

GAYS MILLS INDEPENDENT

Circulation, 800

Thursday

Founded in 1905, the Independent is today edited by C. E. Bellows.

_____ B W _____

GENOA CITY, 656

WALWORTH

Dairy products come first in this section of Walworth county, followed by corn, beef and pork, also cabbage and poultry products.

GENOA CITY BROADCASTER

Circulation, 900

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 esm. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 70.
Use Mats? No.

The first number of the BROADCASTER was edited May 1, 1924 by Herbert M. Marsh, who edited the paper until June 1st, 1925 when the management and editorship was assumed by H. M. Robinson.

————— B W —————

GILLETT, 1220

OCONTO

This Oconto county village is best noted for four chief industries. The Great Northern Pail Company manufactures wooden pails and veneer. The Gillett Canning Company puts up many cases of peas, beans and beets each year. Lumber, sash, doors and other building supplies are manufactured by the Gillett Building Supply Company. Cheese factories furnish the outlet for the milk produced in this area.

The Great Northern Pail Company which was organized several years ago is at the present time manufacturing wooden pails for candy packages and also veneer. This company has on its payroll 125 men, women and girls of which 65% are home owners. Their annual payroll runs in the neighborhood of \$800,000.00. The veneer manufactured is used principally by door manufacturers and for seating stock. The capacity output of the pail department is 50,000 dozens per year, and the veneer department about six carloads per month.

THE GILLETT TIMES

Circulation, 950

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
Cash discount, 2% ten days.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 75 to 100.
Use Mats? Yes.

Advertising Representative - American Press Association, New York City.

L. P. Perry established this weekly in 1900 and edited it until 1922. George Stoffregen then edited the paper from October 1922 until April, 1924. At this time the plant was taken over by Frank Cota, A. P. Lehner, and H. B. Bennett. The paper is now handled under the name of the Gillett Times Company, with J. R. Gorham as resident manager.

————— B W —————

GLENWOOD CITY, 800

ST. CROIX

It is in the heart of a dairying community, in which Holsteins predominate. Creamery manufactures are over one million pounds of butter yearly and are steadily growing. There is a sauer kraut factory here. Glenwood city is rapidly growing as an egg market for farmers are beginning to keep poultry as a valuable auxiliary to dairying.

GLENWOOD CITY TRIBUNE

Circulation, 900

Is it sworn? Yes.

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per word one cent.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 9-pt. Screen of halftones, coarse.

Kora J. Stoddard founded this weekly during October 1889. She served for two years and was succeeded by C. J. Augustin who occupied the editorial chair till 1895. John E. Shirk then took charge and continued for three years. Mr. Augustin then came back and occupied the position till 1919 when he was succeeded by C. Howard Augustin who was on the job until his death two years later. The present editor has been in service since 1921.

B W

GLIDDEN, Population 1000

ASHLAND COUNTY

The Soo Lumber Company, flooring manufacturer, is Glidden's chief asset. Two other large lumber companies are located here. The Equity Farmers' Cooperative creamery is another important mainstay. It is also a summer resort center.

GLIDDEN ENTERPRISE

Circulation, 550

Friday

Advertising Rates - Display, per inch 20¢. Agency commission, 15%.
Cash discount, 2%.

Mechanical requirements - Width of Column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Screen of Halftones, 130.
Use Mats? No.

Matthew J. Hart has edited this weekly from 1906 to the present time.

B W

GRANTON, 490

CLARK

Granton depends on agriculture for its income.

GRANTON HERALD

Circulation, 800

Is it sworn, No.

Thursday

Advertising rates - Display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 10 and 8 pt. Use Mats? No.

The editor of the Herald is W. F. Phillips.

_____ B W _____

GRANTSBURG, 781

BURNETT

Dairying is most important in the territory around Grantsburg. Starch factories, an excelsior mill, and a leather wearing apparel factory are located in the town. Alfalfa is a leading crop in the territory surrounding Grantsburg, and Burnett county has the largest county in the state.

GRANTSBURG JOURNAL & SENTINEL

Circulation, 1390

Is it sworn? Yes.

Thursday

Advertising rates - Display, per inch 20¢. Classified, per line 5¢.
Agency Commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 on 10 pt. Screen of Halftones, 100.
Use Mats? No.

This Burnett county weekly is the result of the merger of the Sentinel, founded in 1875, and the Journal established in 1895. Ed. L. Peet founded the Journal to 1904. F. R. Huth, the present editor, succeeded him. The two weeklies were united in 1910. Mr. Huth is known as dean of Burnett county journalism.

_____ B W _____

GREEN LAKE, 530

GREEN LAKE

Noted far and wide for the beautiful lake bearing the city's name, this Badger town attracts visitors from all parts of the state throughout the entire summer. A small knitting factory is located here.

GREEN LAKE REPORTER

Circulation

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 25¢. Local Ad, per line 7¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 10 pt. Use Mats? No.

The Reporter was established by Stanley Carpenter in December, 1893. Succeeding editors have been E. L. Howe, Irvin Nash, Stanley Carpenter, Mr. Harman, R. A. Ellinger, and I. G. Lytle, the present editor. Mr. Lytle has edited the Reporter since May, 1918.

B W

GREENWOOD, 716

CLARK

Flour, and saw mills, canvas, glove, shoe, stave and heading, canning cheese and cheese box factories and creameries are all important in the Greenwood community.

GREENWOOD GLEANER

Circulation, 1100

Thursday

This Clark county newspaper was established in 1891. Its present editor is Wm. F. Neuenfeldt.

B W

HAMMOND, 368

ST. CROIX

Three allied industries command equal attention in this St. Croix county town. They are: dairying, pure bred livestock and the growing of small grains.

HAMMOND NEWS

Circulation, 500

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 15¢. Classified, per line 5¢.

Mechanical requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt.

This St. Croix county weekly was established in 1895. Its present editor is F. E. Hartwig.

B W

HANCOCK, 443

WAUSHARA

Farming is responsible for Hancock's greatness. An agricultural branch experiment station of the University of Wisconsin is located here.

HANCOCK NEWS

Circulation, 1200

FRIDAY

Founded in 1894, this Waushara county weekly is today conducted by R. L. Thompson.

HARTFORD, Population 4515

WASHINGTON

Hartford is the home of the Kissell Motor Car sold in all parts of the world. Many large Holstein breeding farms are located near Hartford. The city has a \$350,000 condensary, a large knitting factory, a radio manufacturing plant and a \$300,000 cannery. While Hartford is an industrial city, its agricultural development is noteworthy; more than 300,000 pounds of milk come into the city daily during the heavy producing seasons of the year.

HARTFORD TIMES

Circulation, 2200

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 25 ¢. Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100-175. Use Mats? Yes.

Two partners, A. J. Hemmy and Tim Foley, founded The Times July 16, 1894. After working together a year, Mr. Hemmy purchased his associate's interest and became sole owner. C. R. Hathaway, of Milwaukee, the present editor and publisher, leased the paper in 1914.

HARTFORD PRESS

Circulation, 2000

Is it sworn? Yes

Friday

Advertising rates - display, per inch 28¢. Classified, per line 5¢. Agency commission, 25%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 mes. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones 60-133. Use Mats? Yes.

Founded in 1872, at West Bend, this Washington county newspaper is today piloted by F. Le Count, who has served since 1919. It was founded by Hon. S. S. Barney, who edited it till 1874, then Dr. G. F. Hunt was in charge for six months. He was followed by Wm. George who moved the weekly from West Bent to Hartford. George was editor to 1883. J. M. LeCount conducted it till 1894 and F. M. Le Count and F. L. LeCounty to 1907. His successor as editor was Salie Le Count who continued to 1919 when she was succeeded by the present owner. F. L. Le County was half owner from 1894 to 1919 when upon the death of his sister he became sole owner and editor.

B W

HARTLAND, 800

WAUKESHA

Located on highway 19, 24 miles west of Milwaukee, this town is in the heart of the famous Waukesha Lake region. Annually it attracts many tourists. Pure bred livestock with dairy cattle predominating, command first attention in the rural centers.

HARTLAND NEWS

Circulation, 1500

Saturday

E. A. Travis founded The News October 1, 1893. He served only for a year and was followed by G. F. Ramsey who edited it until 1898. Schwantes & Hansen served from 1898 to 1902. Mabel V. Hansen was the editor until her death in December, 1925.

 B W

HAWKINS, 694

RUSK

Agriculturally speaking, this community is getting well started. Fifteen miles north of this Rusk county town the famous lake region of Upper Wisconsin begins. Lumber is produced in great quantities near Hawkins, and it is used in a sash and door factory and in a local box factory.

HAWKINS CHRONICLE

Circulation, 300

Friday

Founded February 1, 1922, this paper was edited for two years by C. W. Perry. O. Garwood then served for eight months. E. W. and R. W. Richardson, who publish the Ladysmith Journal own the paper.

 B W

HAYWARD, 1302

SAWYER

Hayward is perhaps best known as a tourist center. But dairying is also of prime importance. The local creameries take much of the milk. Potatoes are also an important crop on the Hayward farms. The lumbering industry of the community is a well developed enterprise.

SAWYER COUNTY RECORD

Circulation, 1180

Thursday

The Sawyer County Record represents a consolidation of two papers. The Hayward Republican was established in 1892 by J. H. Williams who served to 1902. R. C. Pugh was editor for seven years, starting 1902. The Sawyer County Record was founded by J. H. and J. P. Williams in 1902 and operated until 1909 when it was consolidated with the Republican. The subsequent editors have been E. A. Rogers, 1909; W. W. Hellweg, in 1910; R. J. Hennessey, 1911-13; J. P. Williams, 1914-1915; J. P. Williams & Lorie J. Kammers, 1916; J. P. Williams, 1917-18; and F. J. Schweger, 1919 to the present time.

HIGHLAND, 1024

IOWA

Lead and zinc mining is carried on around Highland. It is in the center of a cheese district in Iowa county. There are over sixty cheese factories within a radius of 12 miles.

HIGHLAND PRESS

Circulation, 1075

Friday

Founded in 1894, this Iowa county newspaper is today operated by George Dilley.

B W

HILBERT, 614

CALUMET

Dairying and the pea canning industry lead in this Calumet county community, both being of unusual importance. Hilbert has a million dollar bank and one of the largest pea canning factories in the county. Concrete roads lead to Chilton, the county seat, eight miles away.

HILBERT FAVORITE

Circulation, 1900

Is it sworn? Yes

Wednesday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt.

Advertising Representative - American Press Association.

Founded in 1910 by F. G. Shirley, this weekly was edited only four weeks until it was purchased by its present owner, Frank E. Pieper.

B W

HILLSBORO, 1000

VERNON

In 1923, 807 carloads of livestock were shipped from Hillsboro. In this town "Value Brand" condensed milk is manufactured.

HILLSBORO SENTRY-ENTERPRISE

Circulation, 1600

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85.

Charles Heath founded this weekly in 1885. The second editor was H. H. Dunn; his term of office is not known. C. H. Dunn served from 1893 to 1896, and W. W. Shear carried the paper from this date to 1899. M. V. Frazier served to 1902 and W. O. Shear has been in charge since the expiration of Frazier's term.

B W

HOLLANDALE, Population 300

IOWA

This Iowa county town is in the heart of an extensive agricultural community. Dairying furnishes cheese and cream; and some cattle are shipped to the large markets.

HOLLANDALE WEEKLY REVIEW

Circulation, 650

Is it sworn? No.

Thursday

Advertising rates - display, per inch 15¢. Classified, per line 7¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 15 inches, columns to page, 4. Body type, 10 and 8 pt. Use Mats? No.

Advertising representative - American Press Association

The Review was founded January 21, 1898. Its early editors were J. W. Laughlin, H. G. Pearce and W. A. Skinner, Jr. The present editor is Bert Day.

B W

HORICON, 2134

DODGE

Canning, knitting, windmill and farm implement factories are located here. Dairying is very important, cheese being manufactured in large quantities. Horicon is at the foot of the famous 40,000 acre Horicon Marsh.

HORICON REPORTER

Circulation, 1200

Friday

Advertising rates - display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 85 to 125. Use mats? Yes.

Advertising representative - American Press Association.

Several papers had been established in Horicon prior to the founding of THE REPORTER. They were THE ARGUS and THE GAZETTE. During 1880 or 1881, THE REPORTER was founded. Little is known of its early editors. They included J. Ed. Sawyer, W. D. Powell and Eugene Chase. The latter two owned the weekly in 1897. Chase sold his interest to A. A. Washburn in 1899. Washburn continued as editor until 1919 when the paper was sold to H. E. Roate, the present editor. It was during Chase's regime that Powell sold his interest.

 B W

HORTONVILLE, 960

OUTAGAMIE

Hortonville is in the heart of a rich farming and dairying country.

HORTONVILLE REVIEW

Circulation, 625

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 15¢. Classified, per inch 20¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 80. Use Mats? Yes.

Advertising Representative - American Press Association

Established in 1889, the REVIEW is today edited by J. W. Haughton and Mrs. Alice Haughton.

 B W

HUDSON, 3014

ST. CROIX

In this St. Croix town railroad shops are located. They are among the town's most valuable asset. Agriculture in the rural districts is, of course, important to the town. Local farmers specialize, to a large extent, in dairying.

HUDSON STAR-OBSERVER

Circulation, 1100

THURSDAY

Advertising rates - display, per inch 20¢. Classified, per inch 25¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85 to 100 lines. Use Mats? No

Founded in 1854, little is known of this weekly as the early records were destroyed by a fire in 1870. For nine years after the fire H. A. Taylor & Company edited the weekly and then Taylor & Price took charge and served until 1899. B. J. Price was at the helm until 1910 and A. E. Roese served until 1912. Van Meter Welch Printing Company edited it to 1915, John Shaw to 1917 and Percy Ap Roberts since that time.

 B W

HUMBIRD, 400

CLARK

Agriculture is first in importance at Humbird.

HUMBIRD ENTERPRISE

Circulation, 426

Saturday

G. H. Horral founded this weekly October 15, 1904, and served until April 1, 1909. Taking charge at that time, E. T. Hale has been editor ever since.

 B W

HURLEY, 3188

IRON

Of the chief industries of this community, iron ore mining takes first place. Dairying is rapidly coming to the fore. Much lumber is cut in this Iron county community.

IRON COUNTY NEWS

Circulation, 900

Saturday

Advertising rates - display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

F. A. Emunson, the present editor, bought the business and the subscription list of the La Nostra Terra, meaning "Our Land", on September 13, 1913. The name was changed to the present form and since that time the paper has been published in English. This Hurley weekly was established in January, 1903, as the Iron County Republican and was changed in 1907 to the Italian paper.

 B W

MONTREAL RIVER MINER

Circulation, 400

Friday

Gowdy and Goodell established this weekly October 8, 1885 and sold it to Frank B. Hand during the following year. Until 1911 Hand conducted it, when it was purchased by the present owner, Martin Vickers. Consolidated with this Hurley paper are the following: Gogebic Iron Tribune, Iron County Republican and the Iron County Citizen, all of them published in Hurley at one time.

B W

HUSTIFORD, Population 595

DODGE

Canned peas are the chief product of this Dodge county town. Other important mainstays are brick cheese, Holstein cattle, creamery butter and Rhode Island Red and White Leghorn chickens.

HUSTISFORD NEWS

Circulation, 450

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 20¢. Agency commission, 15%.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 9 pt. Use Mats? Yes

Advertising representative - American Press Association, New York City.

Founded November 21, 1908, by Willie Kaul, this country weekly is today directed by its founder. The paper started as two-column folio, then 3-column, then 5-column, and then 6-column. The publisher has served successively as justice of the peace the past 14 years, and has officiated successfully as auctioneer for 14 years, completing a full course in all branches at a national school of auctioneering seven years ago; publisher also studied law. Editor Kaul was scarcely 17 years when he established the Hustisford News, while a junior student in the Juneau High School in 1908 and published the newspaper all alone during school hours and spare time.

B W

INDEPENDENCE, 805

TREMPEALEAU

Flour mills and tobacco warehouses are found in this well known section of Trempealeau county. Four rural routes.

INDEPENDENCE NEWS WAVE

Circulation, 815 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

The News-Wave was organized in 1877. Its present owner and publisher is G. L. Kirkpatrick.

_____ B W _____

IOLA, 843

WAUPACA

Iola is in one of Waupaca county's chief potato growing and dairying districts and has one of the largest cooperative creameries in the state. Three rural routes.

IOLA HERALD

Circulation, 1000 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 on 10. Screen of halftones, 133. Use Mats? No.

Advertising representative - American Press Association.

In 1891, this Waupaca county newspaper was established.

_____ B W _____

IRON RIVER, 287

BAYFIELD

Some milling is carried on in this Bayfield county town. One rural route.

IRON RIVER PIONEER

Circulation, 475 Thursday

Established in 1894, this Bayfield paper is now edited by Peter J. Savage.

_____ B W _____

JANESVILLE, 18,293

ROCK

This is one of Wisconsin's most noted manufacturing cities. It is further benefited by being located in a prosperous agricultural area. Eight rural routes.

JANESVILLE INDEPENDENT

Circulation, 1400

Thursday

This Janesville weekly was organized in 1901. Its present editor is S. A. Cooper.

B W

JEFFERSON, 2575

JEFFERSON

Though Jefferson is primarily a dairying community, it is also noted for its shoes, wagons, harrows, furniture, woodwork, woolen yarn, butter and oleomargarine, and sleighs. Some meat is packed in the town. Four rural routes.

JEFFERSON BANNER

Circulation, 2000

Is it sworn? No.

Thursday

Advertising rates - display, per inch 35¢. Classified, per word 2¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representative - Lyman Browne, Milwaukee, Wisconsin

Jefferson's early paper was the Jeffersonian, established in 1883 by W. M. Watt. The present Jefferson Banner, founded in 1860, is its successor. Early editors of this weekly have been W. H. Tousley, Alden Sanborn, J. W. Blake, O. F. Roessler, J. O. Perkins, Harry H. Hemmings, I. B. Kirkland, B. R. Buri, A. A. Roessler, with C. J. Mueller editor since 1916.

B W

JUNEAU, 1159

DODGE

Surrounded by a fertile farming section, Juneau bases its fame on agriculture. Four rural routes.

JUNEAU INDEPENDENT

Circulation

Friday

Founded in 1893, this Dodge county newspaper is now operated by Clifford Brothers.

B W

KAUKAUNA, Population 5,951

OUTAGAMIE COUNTY

Paper manufacturing takes first place on Kaukauna's list of important industries. The railroad shops, located in the town, are also a very important asset to the community. Kaukauna has three rural routes.

KAUKAUNA TIMES

Circulation, 1500 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Classified, per word 1¢.
Agency commission, 15%. Discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Use Mats? Yes.

During September 1880, the first number of the TIMES was printed. Hopkins and Gates were the editors; they served for only a short time. Subsequent editors have been Dr. H. B. Tamer, 1881; H. A. Stone, 1881; E. C. Bidwell, 1883; Dr. H. B. Tanner, 1884 and C. E. Raugh 1884 to 1919; John McCoy conducted the paper from 1919 to the time of his death, January 1925. The paper is managed by C. J. Hansen, former publisher of The Forest Republican at Crandon.

B W

KENDALL, 506

MONROE

A cooperative creamery, that is "working harmoniously and profitably", produces great quantities of quality butter, the most noted product of this Monroe County town. This organization has over 200 patrons. Kendall farmers ship many carloads of livestock and hay to the large markets. Kendall leads sister towns in shipments of poultry and eggs. Kendall has four rural routes.

KENDALL KEYSTONE

Circulation, 650 Thursday

Advertising rates - display, per inch 20¢. Classified, per word 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 inches. Columns to page, 6. Body type, 8 pt.

Advertising representative - American Press Association

Clarence S. Dodge, who founded this weekly in 1904, edited it for only one year. Then Alex R. McCleneghan took charge and continued to 1914 when he was succeeded by A. G. York who held the position for only a few months when McCleneghan again took charge. He sold to the Keystone Printing Company in July 1925. Since that time Henry H. Francisco has been the editor. The Keystone in taking rapid strides forward in both circulation and advertising.

B W

KENOSHA, 40,472

KENOSHA

Kenosha, favored with an excellent location on Lake Michigan and on the Chicago-Milwaukee route is the home of several large manufacturing enterprises. The home plant of the Nash automobile company is located here and employs 4,000 people. Four thousand Kenoshians find employment in the making of Simmons beds. Other noted products made in this port city include Allen A hosiery and Cooper underwear. Kenosha also has a large wire and brass goods factory. Four rural routes.

KENOSHA TELEGRAPH COURIER

Circulation, 600

Thursday

One of Wisconsin's earliest newspaper, the Kenosha Courier Telegraph was founded in 1839. This was only six years after the founding of the Green Bay Intelligencer, the state's oldest newspaper.

 B W

KEWASKUM, 707

WASHINGTON

The community's prosperity may be gauged by the fact that Kewaskum's aluminum ware and concrete mixers go into every civilized country of the world. These two industries employ about 150 men the year around. The bank of Kewaskum does a business of over a million dollars a year. Farming and dairying, however, command first place in the rural community. A mammoth dairy with 40,000 to 50,000 pounds of milk in the summer supplies part of the city of Chicago with pure fresh milk. Kewaskum has five rural routes.

KEWASKUM STATESMAN

Circulation

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 35¢. Classified, per line, 5¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.

Columns to page, 7. Body type, 8 pt. Use Mats? Yes.

Advertising representatives - All bonafide Agencies

Charles E. Krahn, the founder of this publication, edited it for 18 years after its establishment in 1895. George H. Schmidt, the second editor, worked for three years. Harbeck & Schaefer, who preceded the present editor, conducted this weekly for nine years. D. J. Harbeck is the present editor.

 B W

KEWAUNEE, 1865

KEWAUNEE

Over 250 men are employed in the laboratory furniture company, the largest factory of its nature in the world. Other mainstays are a pea viner company, an aluminum company, a cheese box factory, and an altar factory. Foundries, machine shops, elevators aid the dairy industry in supporting this Kewaunee county town. Three banks have combined resources of nearly \$4,000,000. Kewaunee has seven rural routes.

KEWAUNEE COUNTY PRESS

Circulation, 1420

Friday

Advertising rates - display, per inch 18¢. Classified, per line 5¢. Agency commission, 15%. Cash discount 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? Yes.

Advertising representatives - Recognized agencies.

Founded in 1918, the Press is today edited by Charles H. Schneider.

 B W

KINGSTON, 949

GREEN LAKE

Dairying and general farming are the biggest assets of this Green Lake county town.

KINGSTON SPY

Circulation, 350

county

W. E. Williams founded this Green Lake weekly in 1882 and edited it to 1905. E. F. Krueger, his successor, was editor for only one year and Chatwood and Krueger carried it for another twelve months. O. G. Stiles took charge in 1907 and continued to 1909; he was succeeded by the present editor, A. G. Stiles.

 B W

LADYSMITH, 3581

RUSK

Paper takes first place as the noted product of Ladysmith. Paper mill and a pulp factory, operated by the Great Western Paper Company, furnishes employment to more than 300 men and all together 1500 Ladysmith people are supported more or less by this industry. Other industries are three saw-mills in active operation, toy factory, pea canning factory, novelty factory. The city's main paper plant is owned by the Western Newspaper Union. Peas, cheese and butter are produced on the nearby farms. Ladysmith has three rural routes.

LADYSMITH NEWS BUDGET

Circulation, 2057

Is it sworn? Yes

Thursday

Advertising Rates - display, per inch 30¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 120.
Use Mats? Yes.

Advertising Representatives - American Press Association

Founded in 1895 by F. E. Munroe, the Ladysmith News and Budget were consolidated by A. A. Hadden in 1907. Mark R. Bell purchased the weekly from Mr. Hadden in 1911. Today Mark R. Bell serves as managing editor, A. A. Mooney as city editor, and M. O. Emmons as farm editor. It has been credited with being the first weekly paper in Northern Wisconsin to establish a farm department with full time farm editor in charge.

RUSK COUNTY JOURNAL

Circulation, 1920

Wednesday & Saturday

April, 1900 was the first birthday of this weekly. The first editor was D. H. Richards, who served to 1908. Phil S. Reed was then on the deck for two years; he was followed by D. W. Maloney, who published the Journal until May, 1920. G. C. Maloney was editor for four months and then R. W. Richardson served until March 1, 1922. He was followed by the present editor, E. W. Richardson.

B W

LA FARGE, 798

VERNON

Situated in the scenic Kickapoo valley, and having an abundance of pure water and a great supply of grasses, this entire community makes an excellent field for the dairy industry. Consequently, dairying headed by cheese production assumes first place in this Vernon County town. Hard wood lumber, swine and tobacco also are shipped from La Farge. La Farge has three rural routes.

LA FARGE ENTERPRISE

Circulation, 550

Thursday

The Enterprise started with W. J. Robinson as editor and owner. The present editor, J. E. Rockhill, served under him as an apprentice. Owners of the Enterprise since 1898 have been W. J. Robinson, 1898-1900; B. R. Moyle, 1900-05; Fetty and Rockhill, 1905-08; Percy S. Sanford, 1908-12; Merton Perkins, 1912-21, and J. E. Rockhill, 1921 to the present time.

LAKE GENEVA, Population 2632

WALWORTH

Located in the heart of a farming and dairy community this Walworth county town is also noted as a summer resort. Many wealthy families own large estates on the lake. There are 21 hotels and many camps nearby. The famous Yerkes observatory, the Y.M.C.A. College camp and the International Sunday School Association grounds are located here. Lake Geneva has three rural routes.

LAKE GENEVA NEWS TRIBUNE

Circulation, 2565

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 40. Classified, per line 10¢.
Foreign display, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representative - American Press Association

A merger has produced the News Tribune. Its earliest ancestor was organized in 1879. Today it is controlled by the Home News Publishing Company and edited by Arthur R. Todd.

 B W

LAKE MILLS, 1754

JEFFERSON

Here in Jefferson county is another famous summer resort. Farming, however, is the most important industry to the community. Lake Mills has two rural routes.

LAKE MILLS LEADER

Circulation, 750

The Leader was founded in 1878. Its present editor is C. L. Hubbs.

THE LAKE MILLS-DEERFIELD NEWS

Circulation, 1186

Thursday

Advertising rates - display, per inch 25¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising representatives - American Press Association, New York

George Stoffregen recently moved the Deerfield News plant to this city and is publishing the paper under the title of Lake Mills-Deerfield News.

Nels Holman founded the News September 22, 1899 and he served as editor for 19 years. Then came L. P. Joppa who was active for five years more. After this time George Stoffregen took over the editorship and published the paper at Deerfield until January 1926 when he moved the paper to Lake Mills.

 B W

LANCASTER, 2485

GRANT

Creameries and canning factories mean much to this Grant county city, and they also indicate that it lies in a rich agricultural district. Noted for its fine water system, Lancaster can draw 550 gallons a minute of pure water from an overflowing spring. Its new high school building was recently completed at a cost of \$175,000 and a new civic center cost the community \$130,000. This city is one of the "largest livestock shipping points on the Northwestern Railroad", according to Editor A. L. Sherman. "The city is beautiful, clean, free from slums and it has neat stores and modern buildings" further states Sherman, one of Lancaster's boosters. Lancaster has eight rural routes.

GRANT COUNTY HERALD

Circulation, 2300

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch (2¢ per word). Classified, per inch 45¢ handset - 35¢ electros. Agency commission _____. Cash discount 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.

Established in February, 1843, The Herald has not missed an issue since that early period and it now ranks among the three oldest papers in the state. L. O. Shrader was the first editor. Subsequent editors have been: Wm. Proctor, James Goodhue, John C. Cover, Jos. Cover, Edward Pollock, Captain Farquharson, Walter Chandler, James Miner, C. R. Harper, Clyde Showalter, Harlan Johnson, B. L. Lowrey and A. L. Sherman.

 B W

LAONA, 1600

FOREST

Lumbering is the chiefest asset of this Forest county town. About 250 men are employed the year around in connection with the largest hardwood sawmill in Wisconsin. This plant makes flooring, shingles, rough and dressed lumber,

FOREST COUNTY TRIBUNE

Circulation, 500

Thursday

Advertising rates - display, per inch 15¢. Classified, per inch 25¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 80 line.

This Laona paper was established in 1918. Its present editor is P. F. Van Opens.

_____ B W _____

LIVINGSTON, 574

GRANT

Livingston is located in a rich farming section on the Lancaster division of the Chicago and Northwestern railroad. There is also mining of zinc. Livingston has three rural routes.

LIVINGSTON LEADER

Circulation, 450

Is it sworn? No.

Wednesday

Advertising rates - display, per inch 20¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 17 $\frac{3}{4}$ inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 110. Use Mats? No.

Advertising representative, American Press Association, New York City.

Tom C. Snyder, who established this paper in June, 1924, edited it only until September. Walter McBride was in charge until February the following year. On February first the paper was purchased by Harvey Schernerhorn who is the present editor and publisher.

_____ B W _____

LODI, 1077

Columbia

A condensed milk factory, a large creamery, and a canning factory are the main enterprises of Lodi. The canning company cans corn, peas, and beets. The condensery is operated by Nestle's Food company while the other are Local companies. A pickle salting station established by Jewett and Sherman of Milwaukee last summer did a thriving business. Dairying is the main source of income for local farmers but considerable pork, beef, and mutton are produced in this community. Lodi has four rural routes.

LODI ENTERPRISE

Circulation, 900 Is it sworn? No Thursday

Advertising rates - display, per inch 25¢. Classified, per word, 1¢. Agency commission, 15%. Cash discount, 2% - 10th of month.

Mechanical requirements - Width of Column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8-9 & 8 on 10. Use Mats? No.

E. B. Yule and G. I. Richmond established The Enterprise in January 1894. Two years later Richmond sold to Yule. Yule continued to edit the paper until September, 1902, when he sold to the present editor and publisher, Cassius Coward, who is assisted by his daughter, Miss Isadore Coward.

_____ B W _____

LOMIRA, 554

DODGE

Furniture manufacturing holds sway at Lomira. Milking machines are made in the town and there is also a pea canning factory operating in the locality. Lomira has one rural route.

LOMIRA REVIEW

Circulation, 648 Tuesday

The Review was born September 16, 1903. Its founder, C. L. Pardun, was editor till 1909. Subsequent editors have been L. Forbes, 1909-11; Peter C. Wold, 1911-12; John A. Miller, 1912-17; A. A. Roessler, 1917-19. Since 1919 Ervin W. Kinkel has been the editor.

_____ B W _____

LOYAL, 735

CLARK

Sawh, door, bline, excelsior, staves, heading and flour factories are located in this Clark county community. Loyal has two rural routes.

LOYAL TRIBUNE

Circulation, 600 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 28. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones? Yes. Use Mats? No.

Advertising Representative - American Press Association, New York City.

February, 1894, is the date that The Tribune was established, its first editor being D. U. Richardson. He edited it till 1904. The next editor, A. A. Roesler, served eight years. Wm. Neuenfeldt was active for a three year period. Then came Mrs. Hattie Richardson who served for eight years, followed by L. F. Thelken, editor for a twelve month period. The present editor is Lawrence V. Cowles.

 B W

LUCK, Population 479

POLK COUNTY

Luck is one of the homes of the "Land O'Lakes" sweet cream butter. The dairy industry of this community in Polk county is being rapidly developed by local cooperative organizations. A small part of the local revenue comes, throughout the winter, from shipments of logs to excelsior mills, but butter is by far the most important product of the locality. Potatoes are grown extensively. The lakes and trout streams here attract thousands of tourists yearly. Luck has three rural routes.

LUCK ENTERPRISE

Circulation -----

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85 to 120. Use Mats? No.

During October 1904, this weekly was established by Oscar Lund, who continued to edit it till July 1, 1923. Since that time Dick Pugh has been in charge.

 B W

LUXEMBURG, 457

KEWAUNEE

The Luxemburg Manufacturing Company, Luxemburg Milling Company, Luxemburg Grain Company, Casco Gravel Company and the South Milwaukee Creamery Company furnish employment for Luxemburg people. The first named concern ranks first in importance in this Kewaunee county community. Luxemburg has six rural routes.

LUXEMBURG NEWS

Circulation, 605

Friday

G. I. Donald founded this weekly in February, 1909. Subsequent editors have been Dan J. Boncher, Frank Salmon, Otto M. Kaye and Earl A. Balza, the latter has been editor for the past eight years.

MADISON, 50,000

DANE

Industries of importance on the east side of Wisconsin's capital city include Burgess Laboratories, French Batteries, Mayer Packing Company, Madison-Kipp Lubricating Equipment, Scanlon Morris Hospital Equipment and the Madison Plow Works. Madison has seven rural routes.

EAST SIDE NEWS

Circulation, 1600

Is it sworn? No

Thursday

Advertising Rates - Display, per inch 35¢. Classified, per word 1¢. Agency commission, 15%.

Mechanical requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Marshall F. Browne founded this weekly December 4, 1924.

 B W

MANAWA, 727

WAUPACA

Here, too, dairying leads. The Borden Milk Company, operating a large condensary, in this Waupaca county town, pays on the average, \$50,000 a month to local farmers. A flour mill, a pickle factory, and a cement block manufacturing plant are located here. Local farmers have found pure bred cattle and hogs profitable and are developing both to be community mainstays. Manawa has four rural routes.

MANAWA ADVOCATE

Circulation, 800

Is it sworn? No.

Thursday

Advertising rates - display, per inch 20¢ and 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19-7/8 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85-100. Use Mats? No.

C. D. McFarland, who founded the Advocate in April, 1895, continued to edit it to July, 1896. His successor, C. P. Smith, served for only five months. Since this latter time A. C. Walch has been the editor.

 B W

MANITOWOC, 17,563

MANITOWOC

Diversified industries hold forth in this city. It is in the heart of a section that produces aluminum products. Manitowoc has seven rural routes.

MANITOWOC PILOT

Circulation ----

Thursday

E. S. Crowe is the editor of this Manitowoc newspaper which was organized in 1859.

B W

MARATHON, 670

MARATHON

This community in Marathon county owes much of its greatness to dairying. Most of the milk is made into butter and cheese. Some lumber is cut around Marathon and on a number of farms the raising of ginseng has been developed. Fox farming is another industry that is finding a place near Marathon. Marathon county leads the state in the number of farms. Marathon has three rural routes.

MARATHON TIMES

Circulation, 950

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Advertising Representative - American Press Association.

C. A. Leicht, present editor of The New Lisbon Times-Argus founded this country weekly in 1909 and edited it for two years. Mr. Manning, the second editor, continued to 1919 and then Frank Lueschen served for two years and his successor, E. W. Peterson was in charge only to 1923 when Omar Amundson came on the job. Alex P. Gertchen is now the publisher.

B W

MARION, 875

WAUPACA

Saw mills and a furniture factory are located in this rural center. Marion has three rural routes.

MARION ADVERTISER

Circulation, 500

Friday

Founded in 1895, this Waupaca county newspaper is today edited by Elmer Byers.

MARKESAN, Population 959

GREEN LAKE

Washing machine and pea canning factories are located here. It is in the heart of a farming section. Markesan has five rural routes.

MARKESAN HERALD

Circulation, 925

Thursday

The Herald was established in 1881. Its present editor is R. P. Van Vuren.

_____ B W _____

MARSHALL, 497

DANE

Four creameries and a condensary are supplied with milk and cream produced by Marshall farmers. This goes into the manufacture of butter, cheese and condensed milk. For the year ending December 1, 1924, 85,900 cans of milk and cream, 450,000 pounds of butter and cheese and 125 cars of livestock and 18 cars of seed peas were shipped from this Dane county town. Marshall has four rural routes.

MARSHALL RECORD

Circulation, 400

Is it sworn? No.

Friday

Advertising Rates - display, per inch 20¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, net.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 inches. Columns to page, 6. Body type, 9 pt. Use Mats? No.

Advertising representatives - American Press Association, New York City.

April 27, 1895, was the date of the first number of the Record. It was established by F. C. King, and sold two years later to Dumphy & Bull. In August of the same year it was taken over by Lang & Jennings. Later, Dumphy and Bull again became editors -- but only to December 17, 1897, when C. H. Lake took the management; Lake has been the owner ever since. It is now edited and published by C. V. Lake.

_____ B W _____

MARSHFIELD, 7394

WOOD

With Plymouth, this Wood county town vies for supremacy as the cheese shipping center. Within the Marshfield trading zone, there are some 47 cheese factories and in the city, alone, there are no less than three large cheese warehouses. This product, of course, ranks first as a source of income. Some butter is also produced. Wood products, wholesale groceries and steel goods are also important to Marshfield folks. Marshfield has seven rural routes.

MARSHFIELD NEWS

Circulation

Thursday

Advertising rates - display, per inch 30¢. Classified, per word, 1¢. Agency commission, 15%. Cash discount, 2%, 10 days.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page 7.

E. S. Bailey and C. V. Kraus are the present editors of this Wood county paper that was founded in 1889.

MARSHFIELD HERALD

Circulation, 3000

Thursday

May 1, 1911 is the date of the first number of the Herald. John H. White founded it and has been its editor ever since; associated with him, in the business, is his son, W.G. White.

 B W

MAUSTON, 1966

JUNEAU

Dairy products, composed of butter and cheese, score first in prominence in the Mauston country. Tobacco and pulp wood are also produced. Other industries are a hosiery factory, two creameries, flour mill, and butter and cheese box factory. Mauston has seven rural routes.

MAUSTON STAR

Circulation, 1554

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 35¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

This Juneau county newspaper was established in June 1856. Its present editor is B. D. Hanson.

 B W

JUNEAU COUNTY CHRONICLE

Circulation, 1100

Thursday

With the exception of a year, May, 1922 to the same time of the following year, Willard Temple has been the sole editor of this Juneau county weekly, which was founded in 1895.

MAYVILLE, 3011

DODGE

Three hundred men are employed by the pig iron interests of this city. This industry represents a \$3,000,000 investment. A large pea canning factory, a shoe factory and a traveling bag factory, are located at this point in Dodge county. Besides there is a large coke plant, a gray iron foundry, and a recently organized company which is now manufacturing a daylight screen for motion pictures. While this concern has only been going for five months several hundred screen have been sent to practically every state in the union and at least half a dozen foreign countries.

MAYVILLE NEWS

Circulation

Thursday

Advertising rates - display, per inch 25¢.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Henry Spiering founded this paper February 21st, 1891. Since November 1, 1907 to the present day the News has been edited by O. A. Gehrke.

 B W

MAZOMANIE, 756

DANE

Cabinet works and cheese factories are in this community of Dane county. Mazomanie has two rural routes.

MAZOMANIE SICKLE

Friday

H. L. Swan is the editor of this Dane county weekly that was established in 1874.

 B W

MEDFORD, 1881

TAYLOR

Taylor county enthusiasts claim that the world's largest patron-hauling creamery is located in Medford. This is a cooperative creamery and last year it paid out nearly \$1,000,000 to local farmers. It has 980 patrons, of which 600 are share holders. This creamery is of the greatest importance to the locality. Peas are canned here and there is also a sash and door factory and a veneer manufacturing plant. There are a number of prosperous cheese factories in the community.

MEDFORD, 1881

TAYLOR

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MEDFORD STAR-NEWS

Circulation, 2250

Is it sworn? yes.

Thursday

Advertising rates - display, per inch 35¢. Classified, 1¢ per word. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, cond. 9 on 10. Use Mats? Yes.

This Taylor county weekly is the out-growth of two distinct weeklies, the News and the Star.

After the merger of these Taylor county papers, succeeding editors have been Edgar Taylor Wheelock, Peter Danielson, Waggoner & Withers, W.S. Withers, and A. J. Latton. From December 1, 1919 to April 1, 1921. A. J. Latton and W. H. Conrad were editors. At the end of this time Mr. Conrad purchased Latton's interest and has been editor ever since.

TAYLOR COUNTY LEADER

Circulation

Thursday

Advertising rates - display, per word 1¢. Classified, per inch 25¢. Agency commission, 15%. Cash discount, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Use Mats? Yes.

In 1919 Wheelock and Andresen purchased the Walbote, a German weekly, and turned it into an English paper. The early German weekly was established about 1883. Miss Olga Andresen is the present editor.

_____ B W _____

MELLEN, 1800

ASHLAND

The lumbering industry practically supports Mellen. The main lumbering company cuts about 35 million feet of logs each year and employs 1100 men. However, dairying is rapidly coming to the fore, the local creamery made about 200,000 pounds of butter last year. Copper Falls and Tyler Falls, located about four miles from Mellen, coupled with the Bad River Canyon form a park that attracts tourists each year. Mellen has one rural route.

MELLEN RECORD

Circulation, 400 Is it sworn? Yes Thursday

Advertising rates - display, per inch 20¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

This paper was founded in the spring of 1925 by I. A. Kenyon, who was formerly editor of the Mellen Weekly.

MELLEN WEEKLY

Circulation, 800 Is it sworn? No. Thursday

Advertising Rates - display, per inch 15¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

J. P. Fitzgerald edited this weekly from 1906 to the fall of 1921. Between this time and the fall of 1925 it was edited and owned by M. A. Lee followed by A. L. Grim. It is now being edited by the present and former owner, J.P. Fitzgerald.

————— B W —————

MELROSE, 445

JACKSON

Though not on a railroad, this country town is blest with an abundance of waterpower. It owes its prosperity to the dairy cow. Melrose has three rural routes.

MELROSE CHRONICLE

Circulation, 1250 Friday

Founded in 1896, this Jackson county weekly was published for many years by E. C. Gilberts and is now conducted by his estate.

————— B W —————

MENOMONIE, 5104

DUNN

The Stout Institute is located in this city. It represents an investment of over a million dollars and annually brings nearly a 1000 new students to the community. The city is the home of three large brick plants; these have a capacity of 30,000,000 bricks a year and employ about 300 men. Dairying is very important, the entire county has over 45,000 dairy cows and the county's butter was valued in 1922, at \$2,700,000. Menomonie has ten rural routes.

DUNN COUNTY NEWS

Circulation, 3800 Is it sworn? No. Thursday

Advertising rates - display, per inch 30¢. Classified, per word, 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.
Use Mats? Yes.

Founded in 1860, this weekly was edited only one year by its first editor, C. S. Bundy. His successor, E. B. Bundy, also served just one year. Subsequent editors have been: Thomas Phillips, 1862-65; Dr. E. G. Benjamin, 1865-67; S. W. Hunt, 1867-71; R. J. Flint and E. H. Weber, 1871-98; R. J. Flint, 1898-1901; R. J. Flint & F. F. Morgan, 1901-08; J. T. Flint & F. F. Morgan, 1908-09; M. C. Douglas, 1908-12; Paul F. Hunter, 1912-13; M. C. Douglas, 1913-23; and J. T. Flint since 1923.

B W

MENOMONEE FALLS, 1019

WAUKESHA

This community has specialized in the growing of sugar beets and these are made into sugar in local factories. Sugar is the main product of the community. The milk produced in the local area is shipped to Milwaukee markets for consumption. Menomonee Falls has two rural routes.

MENOMONEE FALLS NEWS

Circulation, 1168 Is it sworn? Friday

Advertising Rates - display, per inch 25. Classified, per inch 15¢.
Agency commission, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 10 pt. Screen of halftones, Yes.
Use Mats? No.

Reverend Franklin L. Nehs, who established this weekly July 1, 1889, served only to April of the following year. Cameron W. Fraser, who replaced him, occupied the position till November, 1895, then W. H. Rintleman took over the work and continued till January 1, 1899. Since that time Cameron W. Fraser has been the editor. The NEWS was the first paper east of the Mississippi that advocated launching into the production of home grown sugar - this was in 1891 and 1892 - as a result, the first sugar factory was established here in 1895, and the first east of the Mississippi River.

MERRILL, 8068

LINCOLN

Many lumber products are made here. An extensive hardwood supply is located in this vicinity. Farm crops are important in this community of Lincoln county. Merrill has eight rural routes.

MERRILL STAR ADVOCATE

Circulation, 1050

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 8¢. Agency commission, Net.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, medium. Use Mats? No.

This Lincoln county paper was established in 1898. In 1900 it was consolidated with the Merrill Advocate. The Merrill Star Advocate is the only weekly at Merrill and by its merger the oldest news paper in Lincoln county. Editor William Allen has been register of deeds for Lincoln county the past seven years and during that time the paper has been under the management of R. J. Webster, his son-in-law.

 B W

MERRILLAN, 628

JACKSON

Noted for its shipping facilities, this Jackson county town exports early grown berries, pickles and dairy products. Many tourists are attracted by the beauties of the surrounding section. Merrilan has two rural routes.

WISCONSIN LEADER

Circulation, 600

Friday

Advertising rates - display, per inch 20¢. Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association.

C. J. Johnson is the present editor of this Jackson county weekly that was organized in 1877.

MIDDLETON, 790

DANE

Middleton is in a rich agricultural community where the soil is a rich silt loam merging into a clay loam in others.

Dairying is carried on extensively and the Golden Key Milk Products Company (condensery) receives the bulk of the milk. Considerable fluid milk is sold in Madison. Recent industries which promise to grow are the Gloss-All Polish Company and the La Verne Burmester Manufacturing Company. Middleton is located on the Chicago, Milwaukee and St. Paul Railway and has city water and a municipal lighting plant. Middleton has two rural routes.

MIDDLETON TIMES-HERALD

Circulation, 500 Is it sworn? No Friday

Advertising rates - Display, per inch 25¢. Classified, per inch 25 . Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, coarse. Use Mats? No.

Advertising representative - American Press Association

The present editor of this Dane county paper is T. R. Daniels.

_____ B W _____

MILAN,

MARATHON

Milan is located in a farming and dairying community in Marathon county.

MILAN SENTINEL

This Marathon county weekly was formerly one of a string of weeklies owned by E. C. Clark of Abbotsford. Early in 1926 Clark sold the paper to George Adams and Otis Adams.

_____ B W _____

MILLTOWN, 440

POLK

On all sides of this Polk county town are dairy farms. Two hundred and sixty farmers sell milk to the local creamery, which produced nearly 700,000 pounds of butter last year. Pure bred dairy cattle are on the increase, and the poultry business of the community is booming.

MILLTOWN NEWSMAN

Circulation, 700

In May 1910, the Milltown Herald was established by A. W. Tracey who continued to edit the paper till the spring of 1912. His successor, Glenn D. Arnold, conducted the weekly till 1914 and was followed by John Tygeson who served for one year. During 1915, J. D. Nicholson and Roy Henning were editors. Mr. Nicholson, one of the sponsors of the Herald, carried his name on the mast head and was assisted by printers till 1919 when M. D. Hinshaw became publisher and continued to June 1, 1922. The paper was discontinued to January 1, 1923 when the present editor, George Cook, resurrected it and changed the name to the Milltown Newsmen. "During the seven months that the paper was suspended the people of the community learned the value of a newspaper", says Editor Cook, "and they have appreciated it ever since".

B W

MILTON and MILTON JUNCTION (combined population, 1685)

ROCK

Dairying is of the greatest value to this section of Rock county. In these towns are manufactured electrotherapeutic equipment and dental film mounts. The annual gross sales of the Burdick Cabinet Factory amounted to over \$900,000 last year. It employs 125 men. Milton Junction has two rural routes.

MILTON JUNCTION JOURNAL TELEPHONE

Circulation, 690

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 8¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 133. Use Mats? Yes.

In 1871, Miss Mary Spencer founded The Milton Messenger, which existed for less than a year. Then J. S. Badger established the Milton Register which ran from 1878 to 79. W. C. Brown started the Milton Express in 1879, - this lasted for several years. Then the Telephone was started by J. C. Bartholf and he edited it until 1886. Succeeding editors have been: Judge Spence, 1886 to 94; Mrs. Alice Blount, 1894 to 96; M. A. Richardson and Hadden, 1898 to 1902; Will Oviatt 1902 to 1906; Holsten & Miles, 1906 to 12. In 1912 the two papers, The Journal and The Telephone, were combined and edited by E. M. Holsten to 1919. Then the present editor, Orlando H. Frantz, took charge.

MILWAUKEE, 525,000

MILWAUKEE

An industrial center, one of the nation's greatest, is this large city. In the section of the city, where the TIMES is published, the following products are manufactured; leather, hosiery, steel goods, shoes, motor boats, chain belts, stoves, pianos and organs. This section of Milwaukee has over 150,000 population. Milwaukee has six rural routes.

MILWAUKEE TIMES

Circulation, 25,000

Thursday

Advertising rates - display, per inch \$1.00 col. inch. Classified, 17 words 25¢, 2¢ over. Agency commission, 15%. Cash discount, 2%

Mechanical requirements - width of column, 12½ ems. Depth of column, 21 inches. Columns to page, 8. Body type, 8 on 9. Screen of halftones, 65 to 70. Use Mats? Yes.

Many weekly papers have been started in this section of Milwaukee; the Times, alone, has weathered the storm since 1888. Towell Brothers, who founded the weekly, formerly edited a paper in England, which is still active. Henry Towell, one of the brothers, was editor and owner until November, 1925. His wife, sons Harold and Ernest, and daughter Lily will continue with the paper.

B W

MINERAL POINT, 2569

IOWA

The Zinc oxide factory of this Iowa county town is one of the largest in the United States. It furnishes employment to about 200 people and is capitalized at fifty million dollars. Its daily output for shipping purposes averages about a carload. Sulphuric acid is also made in Mineral Point. Beef cattle rank near the top as an asset to the community. Cheese and butter are also made in large quantities. Mineral Point has five rural routes.

IOWA COUNTY DEMOCRAT

Circulation, 1300

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 20¢. Classified, per line, 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements, width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 133. Use Mats? No.

C. J. Burghardt is the present editor of this Iowa county weekly which was established in 1866.

MINOCQUA, 512

ONEIDA

Lumbering in this Oneida county community is important. It is noted as a summer resort. Minocqua has one rural route.

MINOCQUA TIMES

Circulation, 500

Friday

Enos E. Fisher is the present editor of this Oneida county newspaper that was organized in 1891.

_____ B W _____

MONDOVI, 1554

BUFFALO

This Buffalo county community is noted as an agricultural trade center. Mondovi has seven rural routes.

MONDOVI HERALD-NEWS

Circulation, 1200

Friday

Founded in 1876, this Buffalo county paper is edited by F. L. St. John.

_____ B W _____

MONROE, 4788

GREEN

Dairying and Swiss cheese have made Monroe famous. Editor L. A. Woodle best tells of local conditions in the following: "At the present time nowhere in dairyland is there anything that equals this realm of cheesedom in Green county. Let the figures tell it. Green county is only 24 miles square, with 21,000 inhabitants and there are three dairy cows to each person. The assessed valuation is \$65,000,000. The dairy investment is over \$50,000,000. The per capita of wealth is \$3,200. The yearly production of Swiss, limburger, and brick cheese is \$10,000,000. The foreign types are made exclusive there being no American cheese factories in the county. The rural purchasing power of this area of sixteen townships with its centralized and highly specialized dairy industry is \$20,000,000 being the producing and livestock value.

MONROE JOURNAL-GAZETTE

Circulation, 1400

Is it sworn? Yes.

Tuesday & Friday

Advertising rates - display, per inch 15¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 26 inches.

Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association.

The present editor, L. A. Woodle, founded this Monroe county semi-weekly February 15, 1888.

GREEN COUNTY HERALD

Circulation, 1600

Wednesday

This weekly, founded in 1877, has been published in both German and Swiss. Its present editor is Fred L. Kohli.

 B W

MONTELLO, 1112

MARQUETTE

Favored with plenty of water power, several diversified industries have become established in this Marquette county town. These include machine shops, granite polishing works, saw mills and flour mills. Montello has six rural routes.

MONTELLO EXPRESS

Circulation

Friday

Chas. Barry is the editor of this Marquette county weekly that was founded in 1860.

 B W

MONTFORT, 598

GRANT

Agriculture and mining are both important in this community of Grant county. Montfort has two rural routes.

MONTFORT MAIL

Circulation, 550

Thursday

This weekly was founded in 1899 by Karstock, Gering & Company, - they edited it for two years and in 1891 the present editor, R. D. Quick, took the head position.

 B W

MONTICELLO, 677

GREEN

Planning, flour, woolen mills and cheese factories have their hom in this community of Green county. Monticello has five rural routes.

MONTICELLO MESSENGER

Circulation

Wednesday

In 1896 this Green county newspaper was founded. Its present editor is S. Earle Richards.

MORRISONVILLE, 225

DANE

Though located in the center of a tobacco growing district, this Dane county town is noted for its dairy industry, its pea and grain raising. Considerable livestock is raised here. Morrisonville has two rural routes.

MORRISONVILLE TRIBUNE

Circulation

Saturday

Advertising rates - Display, per inch 15¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 on 10. Use Mats? No

T. J. Augustine founded this weekly December 5, 1903 and edited till September of the following year. W. A. Caldow who followed him, served for just two years. Charles Eldredge has been editor since 1906.

B W

MOSINEE, 1350

MARATHON

Mosinee Kraft paper is the most important contribution of this Marathon county town. Several cheese factories, and an ice cream factory use the milk produced on the nearby farms. A good size saw mill is maintained by the Mosinee Land, Log & Timber company. Mosinee has two rural routes.

MOSINEE TIMES

Circulation, 845

Is it sworn? Yes.

Wednesday

Advertising Rates - display, per inch 30. Classified, per line 7¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

On December 27, 1895, the first issue of the TIMES was published by S. L. Smith. Subsequent editors have been D. W. Baker, B. E. Walters. L. E. Osborne is now editor.

B W

MT. HOREB, 1360

DANE

Mt. Horeb ranks among the five richest villages in the 1500 population class. It is in the heart of the southern Wisconsin dairy and cheese producing belt. There are splendid opportunities for manufacturing plants. The town serves a large surrounding territory. Mt. Horeb has five rural routes.

MUSCODA, 1903

GRANT

Butter and cheese are produced in great quantities in the Muscoda community. Hogs, cattle and poultry also command attention. The local table factory employs 75 men the year around and its pay roll runs as high as \$80,000. Muscoda has five rural routes.

MUSCODA PROGRESSIVE

Circulation, 1382 Is it sworn? No. Thursday

Advertising rates - display, per inch 30¢. Classified, per inch 50¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt.

William Victora founded this weekly in 1913. E. A. Lee is now managing editor.

————— B W —————

NECEDAH, 853

JUNEAU

Necedah is a mecca for prairie chicken hunters. The outlying community produces excellent potatoes and alfalfa is successfully grown on its sandy soil. Dairying is on the increase in this Juneau county center. Pulp wood is cut in large quantities. Necedah has three rural routes.

NECEDAH REPUBLICAN

Circulation, 750 Is it sworn? Yes Thursday

Advertising rates - display, per inch 20¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Roy L. Ware edits this Juneau county paper that was organized in 1884 by C. M. Hutchinson. Editor Ware has published the paper since 1909.

————— B W —————

NEILLSVILLE, 2160

CLARK

This Clark county town is the receiving and distribution center of a large lumbering, agricultural, dairying and stock raising district. Neillsville has six rural routes.

NEILLSVILLE PRESS

Circulation, 3000 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢ (electro). Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Use Mats? Yes.

The Press is the result of a consolidation of three papers, The Republican Press, Neillsville Times, and the Granton News. Final consolidation took place May 1, 1921. The present editor is L. Williamson.

————— B W —————

NEW GLARUS, 981

GREEN

"Pet" condensed milk and Holstein cows lead in this Green county town. A Swiss settlement, one of the first in Wisconsin, makes high grade foreign cheese. This is the first place where foreign cheese was made in Wisconsin in 1869. The only embroidery factory in the state is located here. New Glarus has two rural routes.

NEW GLARUS POST

Circulation, 1150 Is it sworn? Yes Wednesday

Advertising rates - display, per inch 25. Classified, per line 7¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100. Use Mats? No.

Known as the New Glarus Bote, the fore-runner of the Courier made its appearance April, 1897, edited by John Theiler. It was printed in the German language. In 1912 an English weekly, the New Glarus Post was established, in 1917 the two papers were combined and issued as the New Glarus Post. In 1924 the Post management purchased the Belleville Recorder and now gives a section of the paper to the happenings of Belleville and has a good part of its circulation in this town. Arthur J. Theiler is now editor.

————— B W —————

NEW HOLSTEIN, 1373

CALUMET

The Lauson engines, made here, are known the world over for their sturdiness and simplicity of design. The Tractor Appliance Company connected with the Lauson Engine Company is another mainstay of the town, together employing over 400 men. Green pea harvesters and ensilage cutters are also manufactured here. Dairying is an industry of no small note in this community. New Holstein has three rural routes.

NEW HOLSTEIN REPORTER

Circulation, 981 Is it sworn? Yes. Friday

Advertising rates - display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{5}{8}$ inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association.

T. J. McElroy founded the Reporter in January 4, 1904 and edited it for four years. B. A. Roate has directed it since that time.

————— B W —————

NEW LISBON, 1175

JUNEAU

This city is located in the heart of an agricultural and dairy district in Juneau county. It is an important railroad center, being the outlet for the Wisconsin Valley Division of the "Milwaukee" railroad. It has paved street, a white way, wonderful free tourist camp grounds and bathing beach. It has a \$200,000 high school building and is the home of the Juneau County Rural Normal School. New Lisbon has four rural routes.

NEW LISBON TIMES-ARGUS

Circulation, 850 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢ - readers, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association, New York City.

C. A. Leicht edits this weekly that was established in 1856. His son C. A. Leicht, Jr. is associate editor.

————— B W —————

NEW LONDON, 4683

OUTAGAMIE

This city is the home of Hatten Lumber Company, Wisconsin Cabinet and Panel Company, (Thos. A. Edison), Brodens Condensary, American Plywood Corporation, Zerrenner Bros., (Brick), Hamilton & Sons Canning Company, Standard Machine Shop (Aluminum Pistons), Modern Manufacturing Company, (Ladies Garments), Geo. O. Thomas Concrete Products Works, Roemer Lumber Company, Geo. Freiburger & Sons, Wagon Works, Tank Bros., Wagon Works, Wolf Valley Dairy Company. Diversified farming is carried on extensively. New London has five rural routes.

NEW LONDON PRESS

Circulation, 2000

Wednesday

Advertising rates - display, per inch 40¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Depth of column, 21½ inches. Columns to page, 7. Body type, 8 pt. Use Mats? Yes.

This weekly was established in 1893 and N. W. Cowherd is the editor.

NEW LONDON REPUBLICAN

Circulation, 1700

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 24 inches. Columns to page, 8. Body type, 8 pt. Use Mats? No.

This weekly was established in 1879. Its present editors are I. E. Cooley & Son.

 B W

NEW RICHMOND, 2248

ST. CROIX

Served by four railroads, this community is especially favored by transportation facilities. Pine lumber cut nearby is made into skis, oars, and paddles. Farming and dairying are most important in the St. Croix county town. New Richmond has six rural routes.

NEW RICHMOND NEWS

Circulation, 1667

Wednesday & Saturday

The St. Croix Republican was established in 1869 by Chas. Seymour, of La Crosse, and Abe C. Van Meter, the father of the present editor. Van Meter served as editor till 1899 and then his son, Claude H. took over the work, being assisted by Dr. W. E. Degnan, of New York. The present editor, F.A.R. Van Meter, has seen service in the daily newspaper field. Several consolidations and mergers have taken place in the life of the News.

 B W

NORTH MILWAUKEE, 3047

MILWAUKEE

Bridge and iron works are located in this town and in the community sugar beets are grown. North Milwaukee has five rural routes.

NORTH MILWAUKEE TIMES

Circulation, 600

Thursday

This community weekly is edited by H. S. Warfe. The paper was founded in 1818.

_____ B W _____

NORWALK, 531

MONROE

In this Monroe county community dairying takes first place as the chief asset. Norwalk has three rural routes.

NORWALK STAR

Circulation, 800

Thursday

E. G. Hesselgrave is the editor.

_____ B W _____

OCONOMOWOC, 3301

WAUKESHA

Dairying, of course, leads in this Waukesha county town. The Carnation milk plant is one of the community's leading assets. Pabst Swiss cheese is made in Oconomowoc and the entire countryside is noted for its pure bred cattle. The community, because of its favorable location, is a great stop-over place for tourists. Oconomowoc has six rural routes.

OCONOMOWOC ENTERPRISE

Circulation, 1825

Is it sworn? No.

Friday

Advertising rates - display, per inch 30¢. Classified, per word, 2¢.
Agency commission, None. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 7 pt. Screen of halftones, half tones. Use Mats? No.

C. A. Pettibone founded this weekly in 1888 and edited it for nearly ten years. Succeeding editors were A. C. Hathaway and Grove E. Palmer, the latter being the present editor.

OCONTO, 4920

OCONTO

Lumbering is well developed in this section of Oconto county, having been started here nearly 75 years ago. Two large saw mills are, today, sawing cuts that aggregate nearly 30 million feet yearly. This supplies midwestern and eastern markets. The hardwood flooring plant is one of the most modern and up-to-date to be found in the entire county. Fishing and a pickle factory are industries of note to this Oconto county community, as is the knit-sweater coat factory and veneer plant. Oconto has three rural routes.

OCONTO COUNTY REPORTER

Circulation, 3530

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 40¢. Classified, per word 1¢, minimum 25¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of columns, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Founded November 1871, this weekly has had a large number of editors. A. R. Bradury, its founder, edited it only for one half year. Subsequent editors have been A. Reinhardt, 1872 to March, 1872; H. W. Giekey, to August 3; A. Reinhardt to August 31; O. F. Trudell, to October 19; A. Reinhardt, to September 20, 1873; C. S. Hart, July 1881; Captain P. H. Swift, C. S. Hart, J. H. Waggoner. Since November 10, 1900, W. M. Combstock has been in control. During the last five years the Reporter has absorbed The Oconto Enterprise, Oconto, Oconto Enquirer, Suring Sun of Suring, and the Pulaski Herald of Pulaski. D. L. Buckles is now editor and manager.

B W

OCONTO FALLS, 2300

OCONTO

First place among the noted industries goes to the Falls Manufacturing Company which is one of the largest paper factories in the state. However, the dairy industry ranks close to it as an asset to Oconto Falls. A large canning factory is helping the local farmer of this community. Oconto Falls has two rural routes.

OCONTO FALLS HERALD

Circulation, 1460

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80 to 100. Use Mats? Yes.

R. F. Smith has edited this weekly since its founding in 1899. Several changes in ownership have taken place in this long period.

OGEMA

PRICE

Ogema is in a rich farming community. Agriculture is its mainstay. Ogema has three rural routes.

OGEMA RECORD

Circulation, 250

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 18¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 pt. Use Mats? No.

This weekly is edited at Prentice by A. L. Grimm.

B W

OJIBWA

SAWYER

Though, from the standpoint of development, Sawyer county is one of Wisconsin's young counties, it is rapidly coming to the fore and present indications show that it is destined to be a great dairy section. This is particularly true of the Ojibwa community. Wood products are the most valuable asset of the community at the present time. But baby chicks, pickles, potatoes and dairy products are also important. Ojibwa has one rural route.

OJIBWA COURIER

Circulation, 400

Thursday

This Sawyer county weekly was founded November 17, 1911. Its first editor was H. C. Lebean. Subsequent editors have been J. B. Spalding, Robin Hood, and G. E. Carpenter. J. B. Spalding is the present acting editor.

B W

OMRO, 1042

WINNEBAGO

This Winnebago county town owes most of its greatness to the dairy cow. The Omro Cooperative creamery furnishes an outlet for the local dairy products. Gardening and stock raising are also practiced in the section. Omro has five rural routes.

OMRO HERALD

Circulation, 1250

Thursday

This weekly was founded in 1893. Its editors have been the Howe Printing company, P. M. Wright, C. H. Slocum and F. B. Hand. F. A. Siebensohn assumed the editorship in 1918.

ONALASKA, 1066

LA CROSSE

Onalaska pickles have a state wide reputation. Their manufacturer, the Onalaska Pickle and Canning Company also puts up peas, corn, kraut and relishes. The Wisconsin Spinning Mills operate a large modern factory here and are doing a thriving business producing wood and cotton core yarns. Dairy products and pure bred cattle are near the top in importance, and the local farmers are giving great attention to pedigreed seeds. Onalaska has one rural route.

LA CROSSE COUNTY RECORD

Circulation, 780

Thursday

Advertising rates - display, per inch 18¢. Classified, per inch 45¢.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 18 inches.
Columns to page, 5. Body type, 8 pt. Screen of halftones, 100 line.
Use Mats? No.

Founded in November, 1885, this weekly was edited by its founders, Moran and Ball, for only a few months. Alex. Moran was editor till September 20, 1888, and W. J. Showers had the editorial position till May, 1904. Mrs. W. J. Showers guided the weekly for a year. J. G. Showers was editor to July, 1907; E. G. Showers till May, 1918, R. I. Showers to 1919, and E. G. Showers from July 1, 1919 to the present date.

 B W

OREGON, 871

DANE

This entire Dane county district is devoted to dairying and general farming. Oregon has three rural routes.

OREGON OBSERVER

Circulation, 950

Thursday

Founded in 1880, this Dane county weekly is today edited by E. F. Kramer.

 B W

ORFORDVILLE, 495

ROCK

Farming takes first place easily in this Rock county territory. Orfordville has a prosperous cooperative creamery, a condensary, a handle factory, broom factory, two tobacco warehouses and a high school. Orfordville has one rural route.

ORFORDVILLE JOURNAL

Circulation, 1000

Wednesday

Advertising rates - display, per inch 30¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19³/₄ inches. Columns to page, 6. Body type, 8 on 10. Screen of halftones, 80 to 100. Use Mats? No.

Advertising representative - American Press Association.

This paper has been published for 16 years - for the last ten years by Ward A. Stewart, who has built up a splendid reputation for commercial work. At present A. N. Conklin is editor.

_____ B W _____

OSCEOLA, 674

POLK

Farming leads in this Polk county town. Osceola has three rural routes.

OSCEOLA SUN

Circulation, 800

Thursday

William Larson operates this Polk county newspaper that was founded in 1897.

_____ B W _____

OSSEO, 1018

TREMPEALEAU

This is a farming, stock and fruit raising section in Trempealeau county. It has a large condensary and also a pea canning factory; also creameries and cheese factories.

OSSEO NEWS

Circulation, 1010

Is it sworn? Yes.

Tuesday

Advertising rates - display, per inch 35¢ plate (10¢ extra for composition)
Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 26 inches. Columns to page, 6. Body type, 8 & 10 pt. Screen of halftones, 80-100. Use Mats? No.

W. S. Gilpin is the editor of this Osseo weekly that began life in 1890, and has been since 1898, when he purchased the paper from H. E. Brown.

OWEN, 1083

CLARK

Dairying and grain growing lead in this Clark county community. Owen has two rural routes.

OWEN ENTERPRISE

Circulation, 840

Thursday

V. P. Barager operates this newspaper that was established in 1906.

 B W

PALMYRA, 685

JEFFERSON

Dairying products, supported by legions of well bred Holstein cattle, lead the products that make Hartford famous. Grain, pork and cucumbers are also sources of much of the local wealth in this community of Jefferson county. Palmyra has two rural routes.

PALMYRA ENTERPRISE

Circulation, 600

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢, Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

O. P. Dow founded this weekly March 15, 1874 and printed it in the early days at the office of the Whitewater Register. He served for 19 years and was followed by W. M. Bilcliff. Subsequent editors have been Badger & Tubbs, Grant Lawton, Andrew Rood and Miss Lura Dow for 20 years. Wm. H. Ziegler purchased it in September, 1925.

 B W

PARDEEVILLE, 878

COLUMBIA

Noted widely is this city of Columbia county for its summer resorts. On nearby farms great areas of peas are grown and then canned by local factories. Hogs, potatoes, butter and cheese also rank high at Pardeeville. Pardeeville has two rural routes.

It has a beautiful new high school accredited to the University of Wisconsin, five good churches, a fine hotel, and has just erected a large new canning factory. The city is situated 90 miles from Milwaukee, 38 miles from Madison on state highway 44, three miles off No. 29, and 6 miles off No. 10. It has wonderful fishing in the many lakes within a close radius of the town itself, which is skirted by a magnificent lake. The town boasts of a fine public park, which has a very fine rest camp and tourists are always welcome. Boating, bathing and fishing are at the doorstep of the city.

PARDEVILLE-WYOCENA TIMES

Circulation, 750

Friday

Advertising rates - display, per inch 25¢. Classified, per inch 30¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 80. Use Mats? Yes.

In 1878 C. H. Williams founded this weekly and served as editor for two years. Then came the following: L. Woodard, 1880 to '90; Crawford Brothers, 1890 to '91; T.J.L. McDonald, 1891 to '93; J. E. Jones, 1893 to '94; J. V. M. Davis, 1894 to '98; and H. P. Thompson from 1898 to the present time.

 B W

PARK FALLS, 2676

PRICE

Paper and lumbering are the mainstays of this Price county town. Dairying is on the increase.

PARK FALLS INDEPENDENT

Circulation, 900

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 5¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Richard E. Smith founded this weekly in 1915 and the same has been under his exclusive management ever since.

PARK FALLS HERALD

Circulation, 870

Friday

The Park Falls Herald was founded by H. J. Smith in 1900 and edited by him for six months. Richard E. Smith then carried it for a year and eight months. George D. Young was editor until 1912, when J. L. McGregor took over the management. W. K. Currie is the present local editor.

PEPIN, 555

PEPIN

Commercial fishing is one of the most valuable assets to the community. Clamming in the local streams is done on a large scale. Agriculture, with a preponderance of dairying, is very important to the town. Local farmers are going in for stock and poultry raising, too. Pepin has three rural routes.

PEPIN HERALD

Circulation, 600

Is it sworn? No.

Thursday

Advertising rates - display, per inch 15¢, (5¢ additional for composition).
Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 17 $\frac{3}{4}$ inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 60 to 100. Use Mats? No.

Founded on February 13, 1908, by Lloyd A. Axtell, this paper has been edited by its founder ever since.

 B W

PESHTIGO, 1440

MARINETTE

This community, located in the heart of a good farming section, is noted far and wide for its summer outdoor attractions. Peshtigo has three rural routes.

PESHTIGO TIMES

Circulation, 1225

Thursday

Founded in 1893 this Marinette county weekly is operated by V. L. Dahlen.

 B W

PHILLIPS, 1973

PRICE

This Price county town is noted first for its lumbering and second for its box factory. Farming is also important, and in the local program it is marked with a preponderance of dairying. Phillips has three rural routes.

PHILLIPS BEE

Circulation 800

Thursday

The Bee was established by George J. Osterman in 1884. George R. Foster, the present owner and editor, bought the establishment from J. H. Waggoner in September, 1905.

PHILLIPS TIMES

Circulation, 800

Saturday

During December 1876, the first number of the Times was struck off. Its founder, F. W. Sackett edited it till 1913 when he was succeeded by the present editor, George E. Sackett.

B W

PITTSVILLE, 504

WOOD

A cheese and butter factory are located in this community of Wood county. Farming, especially, cabbage growing, and dairying is carried on in this Wood county town. Pittsville has three rural routes.

PITTSVILLE RECORD

Circulation, 836

C. E. McKee edits this weekly that was founded in 1883.

B W

PLAINFIELD, 680

WAUSHARA

Farming, with a preponderance of dairying, leads in the Plainfield area in Waushara county. Local farmers have been raising many acres of potatoes, but they are gradually working into pure bred live stock and alfalfa. Plainfield has four rural routes.

PLAINFIELD SUN

Circulation, 1050

Is it sworn? No.

Friday

Advertising rates - display, per inch 25¢. Classified, per line 5¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 9 pt. Screen of halftones, 80 to 100. Use Mats? No.

About eight years ago this weekly was bought by its present owner, W. H. Fields, from Johnson and Fields. It is 43 years old and was operated by L. W. Chapman for about 35 years.

PLATTEVILLE, 4353

GRANT

Mining and farming are both important in this Grant county district. Livestock, grain and lead are exported. Both a state normal school and state school of mines are located here. Platteville has seven rural routes.

PLATTEVILLE JOURNAL

Circulation, 1850

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch 32¢. Classified, per inch 25¢ (plate)

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

B. F. Huntington founded this weekly in 1879 and continued to edit it till 1901. Till 1904 it was directed by R. C. Huntington and from this later date to the present time C. H. Gribble has been the editor.

GRANT COUNTY NEWS

Circulation, 2300

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 35 & 40. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Use Mats? Yes.

M. R. Dugdale is the editor of this weekly founded in 1884.

PLATTEVILLE WITNESS

Circulation, 1650

Wednesday

Founded in 1859 this weekly has had a long corps of editors commanding it. In 1903, W. M. Rindlaub assumed charge.

 B W

PLYMOUTH, 3482

SHEBOYGAN

"The Cheese Center of the World" is the name Plymouth goes by in many circles. This industry employs 450 people in the local factories and it means nearly \$8,000,000 every year. Other products of this Sheboygan county town are iron products, furniture, radio sets and phonographs and concrete trimmings for buildings. Plymouth has four rural routes.

PLYMOUTH REPORTER

Circulation, 2700

Friday

Advertising rates - display, per inch 35¢. Classified, per line, 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100 line. Use Mats? No.

This weekly was established in 1872. The present editors, George A. Moormann & Sons, assumed control in 1925.

 B W

PLYMOUTH REVIEW

Circulation

Wednesday

This weekly was established in 1895 and is now published by Mrs. Otto Gaffron.

 B W

PORTAGE, 5,582

COLUMBIA

Dairy products leads in this Columbia county community. Allied with this industry are corn, hogs, cattle and hay. Portage has seven rural routes.

WISCONSIN STATE REGISTER

Circulation, 2500

Thursday

Early editors of this weekly were A. J. Turner, Sam Braunan, John T. Clark and S. S. Rockwood. The present editor is A. A. Porter.

 B W

PORT WASHINGTON, 3340

OZAUKEE

Several canning factories are located here and great quantities of dairy products and fish are shipped to the market. Badger raincoat products are manufactured here. The J. E. Gilson Company manufactures garden tools, and the Wisconsin Chair Company and National School Equipment Company manufacture chairs, phonographs, school desks and etc. Bolen's garden tractors are manufactured in this Ozaukee county town. Port Washington has ~~two~~ rural routes.

PORT WASHINGTON PILOT

Circulation, 1350

Is it sworn? No.

Thursday

Advertising rates - display, per inch, 25¢. Classified, per line, 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.

Established March 28, 1895, at Random Lake, this weekly was moved to Port Washington three years later. Henry Schoensigel has been editor since the paper's founding.

 B W

PORT WASHINGTON HERALD

Circulation

Wednesday

W. B. Krause edits this Ozaukee county newspaper founded in 1896.

 B W

PORT WASHINGTON STAR

Circulation, 1625

Is it sworn? Yes

Friday

Advertising rates - display, per inch 40¢. Classified, per inch 25¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{1}{2}$ inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 60 to 133.
Use Mats? Yes.

Advertising representative - Lyman H. Browne, Milwaukee, Wisconsin

Founded by the late Colonel E. B. Bolens in November, 1874, The Star has remained in that family ever since. After his death, in 1886, this weekly was published by his sons, with their mother in direct charge of the plant until the time of her death in 1912. After her demise, her son, Hon. Harry W. Bolens, conducted the plant until September 30, 1924, when Albert D. Bolens purchased the entire outfit and paper and is now sole owner, editor and publisher.

POYNETTE, 724

COLUMBIA

This Columbia county town is noted for its pea canning factory. Pickles are also canned in local factories. Tobacco, grains and live stock are also products of importance in this section. Poynete has four rural routes.

POYNETTE PRESS

Circulation, 650

Is it sworn? Yes

Friday

Advertising rates - display, per inch 25¢. Classified, per inch 25¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

C. M. Butler is the editor of this Columbia county weekly founded in 1884. He assumed control in January.

P B

PRAIRIE DU CHIEN, 3537

CRAWFORD

This is an educational center,- St. Mary's College, a girl's institution, as well as Campion, a boy's school, being located here. The scenic attractions are noted. Dairy production, including butter and cheese manufacture, claim great attention. A large woolen mill, a veneer factory and an establishment for the making of egg cases furnish employment for the natives of this Crawford county town. A pearl button factory, brick and tile factory and a tool factory are located here. Prairie du Chien has two rural routes.

PRAIRIE DU CHIEN COURIER

Circulation, 1622

Is it sworn? Yes.

Tuesday

Advertising rates - display, per inch 30¢ net. Classified, per inch 25¢. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19-7/8 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 122 to 80. Use Mats? Yes.

Founded in 1848, The Courier is today the fifth oldest paper in the state. William D. Merrell was editor from 1853 to 1911, serving for 58 years. Henry E. Howe, the present editor has been on the job since 1911.

CRAWFORD COUNTY PRESS

Circulation, 1800

Wednesday

Advertising rates - display, per inch 35¢. Classified, per inch 45¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80 to 100.
Use Mats? Yes.

J. H. Frazier edits this paper founded in 1904.

 B W

PRAIRIE DU SAC, 866

SAUK

The Wisconsin River Power Company owns and operates one of the largest and most efficient hydro-electric power plants in the state of Wisconsin, supplying the electric power for many adjoining communities including the capital city and Milwaukee. An extensive farming community envelopes this Sauk county town. Dairying, pea growing, and live stock raising are highly developed. Much butter is manufactured here. Many carloads of hogs are shipped from this Sauk county town. Prairie du Sac has four rural routes.

THE SAUK COUNTY NEWS

Circulation, 1050

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 20¢. Classified, per inch 18¢ net.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 85 line.
Use Mats? No.

Advertising Representatives - American Press Association, New York City.

The first number of The Sauk County News was issued October 21, 1876, by Burnett & Son, of Black Earth, and G. W. Ashton, of Prairie du Sac. Ashton was the editor, and the paper was published at Black Earth. Succeeding editors have been Charles E. Whelan, George Conklin, Fred W. Johns, Elta Johns, Brown Brothers, E. J. Browne, W. P. Just and Bert Giegerich, who has been with the paper for over 25 years and at its helm since 1909.

 B W

PRENTICE, 588

PRICE

This Price county town is in the heart of a farming section. A large local creamery takes much of the milk produced on nearby farms. Prentice has two rural routes.

PRENTICE NEWS-CALUMET

Circulation, 700 Is it sworn? Yes. Friday

Advertising rates - display, per inch 18¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Use Mats? No.

The Prentice News-Calumet is published by A. L. Grimm who also conducts Kennon Free Press, Catawba Review, and Ogema Record.

_____ B W _____

PRESCOTT, 892

PIERCE

Creameries, cheese and two pump Jack factories, also Prescott Spinner are located in this Pierce county town, which is primarily a farming center. There is excellent fishing, boating and bathing here. Prescott has two rural routes.

PRESCOTT JOURNAL

Circulation, 650 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 20¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 120. Use Mats? No.

Advertising representative - American Press Association, New York City.

The editor of this weekly is Gael E. Marvin.

_____ B W _____

PRINCETON, 1275

GREEN LAKE

Vegetables and live stock are raised and shipped from this Green Lake county town. Diverse local industries are located here including wagon factory, flour and feed mills, foundry and machine shops, cigar factory, shirt and overall factories and creameries. Princeton has three rural routes.

PRINCETON REPUBLIC

Circulation, 1250

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 35¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt.

The Republic was founded in 1866. Its editors have been A. E. Thompson, Albert Harmon, George V. Kelley, Wm. Harmon, Roy Harmon and A. H. Rimpler.

 B W

RANDOLPH, 1185

DODGE

Pea canning is of paramount importance. Brick cheese is manufactured here. General farm products and large numbers of pure bred cattle are shipped from the local farms. The Randolph Wagon Works employ over 100 people in the manufacture of Rock Island Special Trucks and Mandt line of farm wagons. Randolph has three rural routes.

RANDOLPH ADVANCE

Circulation, 750

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 110. Use Mats? No.

Advertising representative - Lyman H. Browne, Milwaukee, Wisconsin.

Established in 1893, this Dodge county weekly is today edited by L. E. Williams.

 B W

RANDOM LAKE, 529

SHEBOYGAN

Farming leads in this community of Sheboygan county. It is in the center of a cheese making district. Random Lake also has a summer population of about 300 Milwaukee and Chicago people who have summer homes along the shores of Random and Spring Lakes. Random Lake has three rural routes.

RANDOM LAKE TIMES

Circulation, 650 Is it sworn? No Thursday

Advertising rates - display, per inch 20¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Use Mats? No.

Advertising representative - American Press Association

H. C. Scholler is the editor of the weekly founded in 1918.

_____ B W _____

REEDSBURG, 2097

SAUK

Five noted products of Reedsburg include condensed milk, butter and cream, ice cream, woolen goods and canned foods. A training school is located in this Sauk county city. Reedsburg has five rural routes.

REEDSBURG TIMES

Circulation, 1200 Is it sworn? Yes Friday

Advertising rates - display, per inch 30¢. Classified, per word 2¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. on 10. Use Mats? Yes.

The first editor of this weekly, Charles Smith, served for two years after the paper was established in 1895. George Evans, who worked with Smith continued to edit it till 1898, at which time, Quimby and Ninman assumed management and continued till 1913. From 1913 to the present time, T. C. Ninman has been the editor.

REEDSBURG FREE PRESS

Circulation, 1350 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

The Civil War interrupted the publishing of the Free Press. It was founded in 1860 and the editor, N. V. Chandler, was called to the front in '62. On his return ten years later the paper was resumed and since that time not a single issue has been missed. From 1872 to '92, John P. Blake and W. F. Hill, from 1892 to 1899, edited the weekly. Since the latter date George J. Seamans has been continually on the job.

 B W

REESEVILLE, 423

DODGE

Pea growing and, of course, pea canning, rank first in importance in this Dodge county community. Dairying, and hog raising are of significant importance to the section. Many cars of live stock are shipped from Reeseville.

Reeseville has the distinction of being a small village with big city conveniences. Streets are concrete paved, and a modern waterworks and sewerage system is in operation.

REESEVILLE REVIEW

Circulation, 750

Thursday

Advertising rates - display, per inch 20¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Use Mats? No.

Advertising representatives - American Press Association

Harry L. Snow founded this weekly March 1, 1889 and served as its first editor till 1896. John F. Hughes was then editor till 1909. Then came Frank J. Venie, who edited The Review till 1912 and then F. C. Wendman until 1915. Emil Klentz was in charge from 1915 to 1920 when Arnold Klentz his son, replaced him.

 B W

RHINELANDER, 6654

ONEIDA

Farming is very important to this Oneida county community. Paper mills, turning and wagon works, foundry and machine shops are all important. Rhineland has three rural routes.

RHINELANDER NEW NORTH

Circulation, 1600

Thursday

F. A. Lowell is the publisher of this weekly founded in 1882.

RIB LAKE, 1020

TAYLOR

Sawmilling leads here. Farming is next in importance. The mill of the Rib Lake Lumber Company runs day and night. The company owns enough timber to supply the mill for the next 10 years. They employ about 800 men. One other sawmill and a creamery are located here. The creamery's business last year was over \$200,000. Numerous lakes and streams make this the ideal country for the tourist and sportsman. Rib Lake has one rural route.

RIB LAKE HERALD

Circulation, 580 Is it sworn? Yes Friday

Advertising rates - display, per inch 20¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 inches. Columns to page, 6. Body type, 8 and 10. Screen of halftones, 100. Use Mats? No.

Advertising representatives - American Press Association, New York.

John J. Voemastek is the editor of this weekly founded in 1897. He has owned and edited it with the exception of about three years when it was run by his brother, Charles J. Voemastek, and E. P. Scherer.

————— B W —————

RICE LAKE, 4457

BARRON

Rice Lake is the wholesale and retail trade center of a large area lying between Chippewa Falls and Superior, and from Park Falls to the Minnesota line. Lumber industries support about 300 families. Thousands of tourists enter Vacation Land here each year. Julian C. Smith of Chicago is building a \$50,000 summer home and President Chas. Pearce of the Palm Olive Company a \$75,000 summer home with terrace gardens near this city. There is a large creamery in the city, a cheese factory is being opened, and cheese warehouses are handling large amounts of cheese manufactured in this vicinity. Railroads support 75 families and about 50 traveling salesmen live here. Rice Lake has six rural routes.

RICE LAKE CHRONOTYPE

Circulation, 2750 Is it sworn? Yes Wednesday

Advertising rates - display, per inch 35¢. Classified, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 60 or 80 line. Use Mats? Yes.

The Chronotype, the oldest paper in Barron county, was gotten out on an old hand press, September 9, 1874 by C. W. Carpenter and W. L. Abbott, the latter leaving in a few months because "Rice Lake had no future". A. Dewey, cousin of Admiral Dewey, came in 1875 and stayed one year and founded the Barron County Shield at Barron. Succeeding editors and publishers of the Chronotype were Charles Nunn, Fread Peachman, Charles F. Bone Company, P. H. Swift, H. M. Hilliker, E. N. Bowers, E. C. McClelland, R. C. Peck, August F. Ender and Warren D. Leary. Some of these men after publishing the Chronotype established other papers in Rice Lake. Ender is the present editor and W. D. Leary the business manager.

B W

RICHLAND CENTER, 3409

RICHLAND

Primarily a dairy community is this Richland County town. The Carnation condensary can handle 150,000 pounds of milk daily and it employs about 40 people. Cheese ranks first as a community asset. Hardwood lumber, cheese boxes and veneers also furnish considerable revenue. Richland Center has three rural routes.

RICHLAND CENTER REPUBLICAN-OBSERVER

Circulation, 2200 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21- $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representatives - American Press Association, New York.

November, 1855 was the lead-off date for this weekly newspaper, with Israel Sanderson as the founder; he served till 1858. Up to 1864, J. Walworth was in charge; J. H. Waggoner carried it till 1866. Three men, J. Walworth, W. M. Fogo and J. M. Hopkins, had charge from 1866 to 1876; and C. H. Smith and G. L. Laus were editors for one year. Subsequent directors were J. H. Waggoner, George D. Stevens, W. M. Fogo, S. W. Fogo has been editor since 1904. The present paper is owned by a company composed of W. F. Thurber, Mrs. Amelia Fogo and the editor.

RICHLAND CENTER DEMOCRAT

Circulation, 200

Wednesday

During the summer of 1891, W. G. Barry established The Democrat and he remained as editor till April 1, 1923, when the present owner, A. P. Andrews purchased the plant. In 1924, The Democrat purchased a half-interest in The Richland Rustic with The Republican-Observer.

RIPON, 4100

FOND DU LAC

Three large pea canneries take care of the peas raised in this region, which is also a great dairying center. The industries include two large washing machine factories, knitting mill, cloth advertising factory and a foundry. Ripon is the birthplace of the Republican party. Ripon has four rural routes.

RIPON PRESS

Circulation, 2400

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 7¹/₂¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21-³/₄ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

November, 1877, is the date of birth of this weekly. The paper is conducted by Messrs. R. E. & R. S. Howe and Miss Helen How since the death of E. L. Howe, who edited it for many years. "A family of printers for more than a century". Recently they have added a four-page tabloid magazine to their paper.

RIPON COMMONWEALTH

Circulation, 1250

Is it sworn? No.

Friday

Advertising rates - display, per inch, 24¢. Classified, per word, 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 on 10. Screen of halftones, 110. Use Mats? Yes.

Advertising Representative - Wisconsin Press Association

Founded in 1863 this weekly is today edited by O. A. Luck. Joseph S. Morris, associate editor.

————— B W —————

RIVER FALLS, 2273

PIERCE - ST. CROIX

Two successful cooperative organizations, a laundry and a creamery, flourish in this town. Here is also located a sauer kraut and pickle factory, a municipal light and power plant and a normal school. The normal school is this town's greatest asset. River Falls has six rural routes.

RIVER FALLS TIMES

Circulation, 1228 Is it sworn? Yes Thursday

Advertising rates - display, per inch 30¢. Classified, per line, 10¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.

Columns to page, 6. Body type, 8 pt. Screen of halftones, 120.

Use Mats? Yes

Advertising representatives - American Press Association.

A. T. Churchill, who established this weekly in 1894, edited it for six years. Smith & Hulbert had charge for about six months and then Smith bought out his partner and continued as owner till 1905, when Percy A. Roberts took over this weekly. Ap Roberts was editor and owner till 1916, then A. E. Roesse bought the plant and was in charge till January 1, 1919. Stuthoff & Stearns owned it for two months and in March, 1919, the entire organization was purchased by Nelson and Woodruff. Five years later Mr. Nelson assumed full charge, buying out his partner.

————— B W —————

ROSHOLT, 448

PORTAGE

This Portage county town is in the heart of a potato center. General farming, however, is well developed on local farms and dairying is followed to a great extent. Of considerable importance, too, is lumbering, also the trout fishing of the section. Rosholt has two rural routes.

ROSHOLT REVIEW

Circulation, 525 Is it sworn? No. Thursday

Advertising rates - display, per inch 20¢. Classified, per line 5¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column,

19 inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 85. Use Mats? No.

Founded October 1, 1920, this weekly was edited by R. C. Woodhead for four years. Its present editor is H. Y. Buchanan.

ST. CROIX FALLS, 825

POLK

Large creamery interests are concentrated in this Polk county community. Farm produce, especially potatoes, are shipped. Considerable lumber is also exported. Poultry is of great importance. Dairying is one of the main stays. St. Croix Falls has two rural routes.

ST. CROIX FALLS STANDARD PRESS

Circulation, 1100

Thursday

Advertising rates - display, per inch 30. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85 to 120. Use Mats? No.

This paper is edited by G. R. Puckett.

————— B W —————

SEYMOUR, 1280

OUTAGAMIE

Dairying commands most attention around Seymour. Various kinds of cheese, high grade creamery butter and casein are manufactured. Cabbage and sugar beets are handled at the local factories. Beets and beans are packed at a new and modern canning plant. Seymour has five rural routes.

SEYMOUR PRESS

Circulation

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page, 7. Body type, 8 on 10. Screen of halftones, 80 or 100. Use Mats? Yes

Established in 1886, this weekly was edited by its founder, H. J. Van Vuren until 1920 when he took into partnership his son, C. A. Van Vuren.

————— B W —————

SHARON, 908

WALWORTH

Dairying leads in this Walworth county community. Editor J. L. Howell says, "This is a farming community with the best land in the world and where good crops can be found every year". Sharon has two rural routes.

SHARON REPORTER

Circulation, 600

Thursday

Messrs. J. H. Phelps and George Ziegans founded this weekly August 29, 1878 and operated the journal till 1889 when they sold the plant to R. B. Howell, who was editor for only one year. Phelps then bought back a half interest from Mr. Howell and six months later Ziegans bought the entire plant, which he conducted till 1907. F. C. Fessenden then edited the paper till 1915 when the present editor bought the plant.

B W

SHAWANO, 3544

SHAWANO

About this town in Shawano county dairying is carried on widely and the product is made into cheese. Considerable lumber is cut nearby and most of this is made either into paper or cheese boxes. Local farmers are finding that their soil is well adapted for alfalfa and potatoes. Paper mill, saw mills and box factories are the principal industries. Shawano has three rural routes.

SHAWANO COUNTY ADVOCATE

Circulation

Tuesday

Advertising rates - display, per inch 22¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Forty-four years ago this weekly was established. K. M. Phillips was one of the early editors and L. C. Bold published the weekly for a few years. Authentic records of the early period have been lost. The present editor E. J. Scott has been in charge for 23 years. "The Advocate is the only democratic paper in Shawano county and it enjoys a good job printing patronage, which has been built up by good work and by using good newspaper stock".

SHAWANO COUNTY LEADER

Circulation, 2200

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 25¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 120.
Use Mats? Yes.

Advertising representative - American Press Association, New York City.

W. E. Browning, who established this weekly May 6, 1920, edited it for only one year. His successor, E. Wiesner, stayed only a year and the third editor, R. Fairbrother, continued for two years. Then the present editor, M. M. Keller, took charge. This paper is owned by a stock company of Shawano county farmers.

SHAWANO COUNTY JOURNAL

Circulation, 2640

Thursday

This weekly newspaper was founded immediately after the Civil War, 1857. Its editors during this period have been George Rockwell, Byron McCord, C. M. Upham, Joe Rogers, Dave Gorham, Steve Perry, Frank Perry and Howard Sharp and M. R. Stanley, present editor.

————— B W —————

SHEBOYGAN, 30,955

SHEBOYGAN

Known as "The Chair City", Sheboygan is the home of several large furniture manufacturing plants. Excelsior and enamel ware are also made in this city. Sheboygan has five rural routes.

SHEBOYGAN HERALD

Mrs. Otto Gaffron is the editor of this paper. It is published in the Plymouth Review office.

————— B W —————

SHEBOYGAN FALLS, 2002

SHEBOYGAN

The Brickner Woolen Mills and Jenkins machine Company are the most important concerns of the city. Wagons and wood furniture are also manufactured in this Sheboygan county town. It is an agricultural and dairy center. Sheboygan Falls has four rural routes.

SHEBOYGAN COUNTY NEWS

Circulation, 1,000

Is it sworn? No.

Thursday

Advertising rates - display, per inch 35¢. Classified, per line 10¢.

Agency commission, 15%. Cash discount, none.

Mechanical requirements - width of column, 2-1/8". Depth of column, 19-5/7 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

W. C. Thomas founded this paper in 1876. It remained in the Thomas family till 1925 when the Perry Brothers purchased it.

DAIRY MARKET REPORTER

Circulation, 1122 Is it sworn? Yes Saturday

Advertising rates - display, per inch 45¢. Classified, per word, 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 2-1/8". Depth of column, 19-5/7".
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? Yes.

Founded in 1876 by the W. Thomas family. Purchased in 1925 by the Perry Brothers. Devoted entirely to the cheese trade and markets. Circulation is over entire state.

————— B W —————

SHELL LAKE, 920

WASHBURN

Farming supports this Washburn county town to a very large extent. Its lakes also attract many visitors during the summer and provide an additional source of income. Shell Lake has three rural routes.

WASHBURN COUNTY REGISTER

Circulation, 1125 Is it sworn? Yes. Saturday

Advertising rates - display, per inch 20¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2 %.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 45. Use Mats? No.

This Shell Lake weekly was founded in 1889. Its first editor was Bert Pease and he was followed by Bond & Kitchen. Before the first year was over, Andrew Ryan bought it and published it until January 1, 1920. His successor, Roger Ryan is the present editor.

————— B W —————

SHIOCTON, 501

OUTAGAMIE

Farming of the neighborhood supports this Outagamie county town. Shiocton has three rural routes.

SHIOCTON NEWS

Circulation, 1220 Friday

F. A. Colburn edits this Outagamie county weekly founded in 1897.

SHULLSBURG, 1158

LAFAYETTE

Lead and zinc mining is at the present time the chief mainstay of this Lafayette county town. However, farming is developing every year in the community and hogs, cattle and milk and poultry are important to the entire community. Shullsburg has three rural routes.

SHULLSBURG PICK AND GAD

Circulation, 800

Thursday

Founded in 1881, the Pick and Gad was edited till 1906 by T. J. Law. A. W. Law then conducted it till 1912 and then H. Williams carried it for a year. J. W. Blackstone was editor from 1913 to 19 and A. E. Gratiot from 1919 to 1923. The present editor, A. W. Law assumed charge in 1923.

————— B W —————

SLADES CORNERS

KENOSHA

SLADES CORNER MUGWUMP

Circulation

Thursday

The editor of this weekly is P. J. Sauer.

————— B W —————

SOLDIERS GROVE, 653

CRAWFORD

Lumber and tobacco are shipped in large quantities from this Crawford county town. Soldiers Grove has five rural routes.

KICKAPOO SCOUT

Circulation, 850

Thursday

Founded in 1881, this weekly is edited by A. C. Rasmussen.

————— B W —————

SOUTH MILWAUKEE, 7,598

MILWAUKEE

Steam shovels and dredges, made by the Bucyrus Company, have carried the name of this town to all parts of the world. Its products were used in the construction of the Panama Canal. Cabbages and pickles are canned in South Milwaukee. Malleable iron is produced and electrical fixtures and children's shoes originate in this Milwaukee county town. It is also noted for its wonderful Grant Park public golf course. South Milwaukee has two rural routes.

SOUTH MILWAUKEE JOURNAL

Circulation, 925

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 35¢. Classified, per word 1¢.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19½ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

In 1892 T. J. Russell and L. A. Miner printed the first issue of this weekly and they stuck to the job till 1904. Their successor, Frank Atkins, continued for another year; and F. M. Lemmers carried the paper to 1906. The present editor, Fred L. Hook, has been on the ground since 1906.

 B W

SOUTH WAYNE, 290

LAFAYETTE

South Wayne is in the heart of a prosperous farming and dairying section of La Fayette county. About 3,000,000 of cheese are shipped annually from this place. South Wayne has two rural routes.

SOUTH WAYNE HOMESTEAD

Circulation, 500

Is it sworn? No

Thursday

Advertising rates - display, per inch 15¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 inches. Columns to page, 7. Body type, 10 pt. Use Mats? No.

Advertising representatives - American Press Association

In 1905 the first number of this weekly was printed. Its present editor is Harry Hough.

 B W

SPARTA, 4,466

MONROE

Located in Monroe county, where nearly 7,000,000 pounds of butter were produced in 1923, this city calls itself the "Greatest butter producing community in the greatest dairy state". This city has several small factories and industries. Guernsey and Holstein dairy cattle predominate on the local farms. Strawberries and leaf tobacco are grown in this community. Sparta has eight rural routes.

MONROE COUNTY DEMOCRAT

Circulation, 1986 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30¢. Classified, per word, 1¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Screen of halftones, 85.

Founded in 1861 this weekly is today edited by W.C.B. Showers.

SPARTA HERALD

Circulation, 2011 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 40¢. Classified, per word 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$
inches. Columns to page, 6. Body type, 8. Screen of halftones,
60-80. Use Mats? Yes.

Advertising representatives - Country Newspapers, Inc., New York.

Montgomery & Condit started this Monroe county weekly in 1855, calling it The Sparta Watchman. Lucina M. Rose was editor from 1856 to '58. Then D. M. Bride, who was head till 1866, changed the name to The Herald. Other editors were: W. J. Whipple, 1867-69; McBride Brothers, 1869-1919; R. A. Merrill, 1919-20; J. W. Spradling, 1920-24; J. W. Spradling and Bruce R. McCoy since June 1, 1924.

— B W —

SPENCER, 482

MARATHON

First place goes to dairying. Considerable hay is shipped. A wholesale cheese company has its location here in this Marathon county town. Spencer has three rural routes.

SPENCER RECORD & UNITY REGISTER

Circulation, 450 Is it sworn? Yes. Thursday & Friday

Advertising rates - display, per inch 18¢. Classified, per inch 15¢ net.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. on 10. Screen of halftones, 90 to 100. Use Mats? No.

Advertising Representatives - American Press Association

Established by L. H. Cook in 1914. Purchased by White Printing Company of Marshfield. Sold to E. L. Messer then to L. L. Messer, then to J. W. La Belle, then to E. C. Clark, then to Johnson Messer Company, then to George Rogers and Otis Adams.

 B W

SPOONER, 2293

WASHBURN

Spooner is a terminal of the Omaha railroad. Hundreds of the local people work for the railroad and this industry means most to the city. The nearby country is noted for its beauty and many tourists are attracted to journey here. Some wood products are made in the local factories. Dairying is the mainstay on the local farms in Washburn county. Spooner has three rural routes.

SPOONER ADVOCATE

Circulation, 1050

Friday

Mrs. Ida May Goss started this weekly in 1900 and conducted for a number of years until it was taken over by F. L. Hamill, who continued as editor till 1922. H. A. Bresse succeeded Hamill as editor, serving in that capacity until last November when the plant was sold to the present owner, E. M. Bardell.

 B W

SPRING GREEN, 690

SAUK

Dairy products with a preponderance of cheese lead as being the chief products produced in the confines of this town. Canning factories pack a large acreage of beans, tomatoes, beets and sauerkraut. Another large canning factory was erected to help handle the 1925 vegetables of this prosperous Sauk county community. Spring Green has four rural routes.

THE WEEKLY HOME NEWS

Circulation, 1100

Thursday

Advertising rates - display, per inch 22¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Screen of half-tones, coarse. Ust Mats? No.

Advertising representatives - American Press Association, New York City.

This weekly was established October 14, 1881, by J. A. Smith as a six column folio and known as The Times. Inside of a month Smith changed the name to the Spring Green News and when he started his second volume he enlarged the paper, making it a 7 column folio. P. W. Meehan took over the editorial job in 1882 and continued for 6 years. He enlarged it to a 8 column paper and changed the name to its present form. W. R. Purdy, now senior partner, became owner and he increased the size of the paper still further, making it first a 6 column quarto and then a 7 column quarto.

 B W

SPRING VALLEY, 939

PIERCE

Spring Valley is the center of a very prosperous dairy community. A cow testing association, cooperative livestock shipping association, large creamery and cheese factories are located here. There is also an iron foundry and machine shop. Spring Valley has four rural routes.

SPRING VALLEY SUN

Circulation, 1838

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 35¢. Classified, per word 1¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$.

Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.

Use Mats? No.

Founded in 1892, The Sun was edited by its founder, T. F. Rostad, until 1895. Chas. Lowater, who then took charge, has been editor ever since. The subscription list of The Sun is essentially rural.

 B W

STANLEY, 2577

CHIPPEWA

Stanley institutions, in 1924, canned 7,236,000 cans of peas; 1,150,000 cans of sauerkraut, manufactured 425,000 battery boxes, 304,000 cheese boxes, 392,000 pounds of butter, 220,000 pounds of cheese, 6,516 gallons of ice cream. Their labor bill for the same period was \$250,000. Stanley is located in Chippewa county near the Clark county line. Stanley has four rural routes.

STANLEY REPUBLICAN

Circulation, 1600

Is it sworn? Yes

Friday

Advertising rates - display, per inch 30¢. Classified, per word 1¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

In 1896 W. H. Bridgman founded this weekly and he has edited it ever since.

_____ B W _____

STRATFORD, 1,014

MARATHON

The local saw mill cuts 8,000,000 feet of lumber annually, and employs 200 men. This industry supports the majority of local families. Cheese, hay and peas are also exported from this Marathon county town. Stratford has four rural routes.

STRATFORD JOURNAL

Circulation, 900

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 30¢. Classified, per inch 70¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 on 10. Screen of half-tones, 60-80. Use Mats? No.

In 1918 this weekly was established. Its present editor is George E. Chrouser.

_____ B W _____

STURGEON BAY, 4,553

DOOR

The cherry industry of this Door county section is famous throughout the Middle West. The scenic beauties of the vicinity attract thousands of tourists yearly as do the fishing opportunities. Dairying is a great asset, as is the quarrying of lime stone. Sturgeon Bay has four rural routes.

DOOR COUNTY NEWS

Circulation, 2800

Thursday

Advertising rates - display, per inch 30. Classified, per inch _____.

Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of half-tones, 85. Use Mats? No.

Every week 2800 copies of the News are distributed and 300 copies are sent beyond the county confines. E. M. La Plant established this weekly July 1, 1914 and is still president of the Door County News, Inc.

DOOR COUNTY ADVOCATE

Circulation, 3,250

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 35¢. Classified, per word, 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. on 9. Screen of halftones, £20. Use Mats? No.

Advertising representatives - American Press Association.

Joseph Harris struck off the first issue of this Sturgeon Bay weekly March 22, 1862. He continued as editor till 1875. Frank Long, the second pilot, then took charge and was active till December 26, 1912. From 1913 to July 25, 1918, D. S. Long was editor. The present editors, Messrs. Harris and Sanderson, took over The Advocate, August 21, 1918, consolidating it with the Door County Democrat.

_____ B W _____

SUN PRAIRIE, 1,236

DANE

The canning factory is Sun Prairie's chiefest asset. Porcelain products are manufactured here and this promises to be an important industry. The creamery takes care of the milk produced by the local farmers who practice diversified farming to a considerable extent. Much tobacco is exported from this Dane county town. Sun Prairie has three rural routes.

SUN PRAIRIE COUNTRYMAN

Circulation, 925

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Charles S. Crosse, of Stoughton, founded the Countryman November, 1877, and continued to edit it till 1889. Then W. S. Hidden assumed charge. W. R. Dunphy and George Bull took over the management, the latter sold his share to F. G. Fuller about 1902. T. G. Stone, the present editor bought Fuller's share, 1905, and Dunphy's in 1907.

_____ B W _____

TAYLOR, 313

JACKSON

General farming and tobacco raising command sole attention in this Jackson county community. Taylor has three rural routes.

TAYLOR WEEKLY HERALD

Founded in 1920 this Jackson county weekly is today edited by
O. O. Kjome.

————— B W —————

THORP, 796

CLARK

Dairying and pure bred live stock describe Thorp's noted main-
stays. Thorp is situated in Clark county. Thorp has four rural routes.

THORP COURIER

Circulation, 868

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 35¢. Classified, per word, 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22
inches. Columns to page, 7. Body type, 8 pt. Screen of half-
tones, 80. Use Mats? No.

The "Thorp Courier" was established in November, 1883, by Shafer
Bros. & Wagner, the first number appearing on November 23rd. The follow-
ing year, Wm. Wagner, of the firm, purchased Shafer Brothers interests
and continued the publication for forty years. In 1923 the latter's son,
Wm. S. Wagner purchased a half interest and took charge as editor. The
firm now is Wm. Wagner & Son.

————— B W —————

TIGERTON, 748

SHAWANO

One of Wisconsin's most complete saw mills is located in this
Shawano county town. Millions of feet of local lumber are run through it
annually - lumber being the chief asset of the community. Tigerton is
located in the center of a section well adapted to farming and this indus-
try is slowly coming to the fore. Some maple syrup and cheese are made
in the community. Tigerton has three rural routes.

TIGERTON CHRONICLE

Circulation, 600

Friday

Charles Bold founded The Chronicle in 1903. Then followed a lapse
in the paper but it was revived by M. L. Pikins and Henry Bonnin. E. O.
Dent took charge in 1910 and continued till June 15, 1920 when the present
editor, E. W. Cleveland, purchased the weekly.

TOMAH, 3257

MONROE

A bridge and switch of the Chicago, Milwaukee and St. Paul Ry. in this town give a livelihood to about 300 people. Large quantities of butter, made from milk produced on local dairy farms, are exported. The cranberry industry of this section of Monroe county is growing. A tobacco sorting plant, a large creamery and an ice cream factory are other important industries.

TOMAH JOURNAL

Circulation, 1500

Friday

Advertising rates - display, per inch 25¢. Classified, per line 6¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{5}{4}$ inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

L. B. Squier edits this weekly established in 1866.

MONITOR-HERALD

Circulation, 1400

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 25. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2 %.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8pt. Screen of halftones, any. Use Mats? Yes.

Advertising representatives - American Press Association, New York

J. R. Hinckey founded this paper in 1880 and he edited it till 1888. In 1888, J. A. Wells purchased same and J. A. and C. J. Wells have conducted the same since that year.

 B W

TOMAHAWK, 2801

LINCOLN

Paper is produced in large amounts in this Lincoln county town. It is used for the making of catalogs and kraft paper goods. Tanned leather and lumber are also important. Tomahawk has two rural routes.

TOMAHAWK LEADER

Circulation

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{7}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Charles Deming, who founded this weekly in 1896, edited it for one year. H. D. Bliefernich, the second editor, was in charge till 1904. Ware & Lee were at the helm from 1904 to 15 and then Russell & Dozer carried it till 1917. Osborne Brothers, the present editors, took charge in 1917.

 B W

TURTLE LAKE, 679

BARRON

General farming and dairying lead in this Barron county community. Turtle Lake has three rural routes.

TURTLE LAKE TIMES

Circulation, 520

Friday

A. G. Huhn edits this paper established in 1899.

 B W

TWO RIVERS, 8,000

MANITOWOC

The Hamilton Manufacturing Company, employing about 1,000 people, is the largest manufacturer of printer's furniture in the world. They also make dental cabinets of the highest quality. Aluminum ware, veneer, marine engines and fishing command attention. Two Rivers has three rural routes.

TWO RIVERS CHRONICLE

Circulation

Wednesday

Advertising rates - display, per inch 30¢. Classified, per inch 50¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Use Mats, Yes.

Founded in 1871 by H. E. Pierpont, this weekly was conducted by its first editor for two years. W. F. Nash, who immediately took up the work, continued till 1912. Noel Nash has been editor since that time.

TWO RIVERS REPORTER

Circulation, 1510

Friday

Fred M. Althem, the founder and the first editor of this weekly, served till 1913. Arthur Baetz is the present editor.

UNION GROVE, 729

RACINE

The Racine county fair is held here. The Racine-Kenosha Normal School is located here. There is also a large cabbage factory located at this point. Union Grove has three rural routes.

UNION GROVE NEWS

Circulation, 950

Is it sworn? No.

Friday

Advertising rates - display, per inch 30¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

This weekly is edited by John Pinzl.

————— B W —————

UNITY, 405

MARATHON

Located in the hart of Wisconsin - dairying and general farming are first in this Marathon county community. Unity has two rural routes.

MARATHON COUNTY REGISTER

Circulation, 425

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 20¢. Classified, per line 5¢.
Agency commission, net. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 on 10 pt. Screen of halftones, 90.

Advertising representatives - American Press Association, New York.

In 1902 this Unity paper was established by L. H. Cook. E. L. Messer was editor until 1924 and then James La Bell served one year, selling to Messer and Johnson, who also publish the Spencer Record.

————— B W —————

VESPER, 260

WOOD

Of the five noted products of this Wood county community, cheese, condensed milk, pure bred live stock, hay and potatoes are the most important. They rank in order of their value to Vesper. Vesper has one rural route.

VESPER CENTER

Circulation, 500 Is it sworn? No. Thursday

Advertising rates - display, per inch 20¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Advertising representatives - American Press Association, New York.

Founded October 1, 1911 by Elmer Trickey, this weekly has never changed hands.

_____ B W _____

VIOLA, 899

VERNON

Is situated in the heart of the scenic Kickapoo Valley. Viola is the center of this prosperous section which is devoted chiefly to dairying. Many cheese factories and creameries supply a market for the tons of milk produced. Pure bred livestock is a big factor in the success of the farmers. Tobacco raising is an important crop in this section and a large warehouse furnishes employment for men and women in the sorting and packing of this crop. Hardwood lumber, livestock, butter, cheese, tobacco and slippery elm bark are shipped from Viola. Viola has four rural routes.

VIOLA NEWS

Circulation, 1924 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? No.

Advertising representative - American Press Association, New York City.

Cliff M. Wells, who established The News in 1890, edited it for four years. Frazier & Frazier, who then assumed charge, continued to 1911 when the present editor, W. B. Van Winter, came on the scene.

_____ B W _____

VIROQUA, 2574

VERNON

The principal industry in Vernon county is tobacco raising; some years the returns from this single crop for the entire county reach the five million dollar mark. Vying with it for popularity is the dairy business; the Viroqua creamery last year alone did a business of more than a million dollars. This is a cooperative organization. Viroqua has eight rural routes.

Circulation, 4200 VERNON COUNTY CENSOR Wednesday
Is it sworn? Yes.

Advertising rates - display, per inch 50¢. Agency commission, 15%.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.
Use Mats? Yes.

Advertising representatives - American Press Association, New York City.

Daniel Priest edited the first numbers of this newspaper which was established in 1856. Other editors were Colonel Henry Casson and Colonel O. G. Munson, the latter served from 1880 to 1920. Harlow E. Goldsmith has been editor since 1920.

_____ B W _____

WABENO, 2388

FOREST

Potato growing and general farming are carried on around this town.
Lumber and shingle mills are located here.

WABENO ADVERTISER

Circulation

The Advertiser was established in 1898. It has recently been revised by J. W. Norris.

_____ B W _____

WALWORTH, 757

WALWORTH

Dairying is the chief industry of this Walworth county community. A large milk condensary also flourishes here, taking care of the local milk products. Cement blocks and FISH ROTARY ovens, used in big bakeries throughout the United States, are made here. The place is also a summer resort because of the resort near Geneva Lake. There is a great deal of tourist trade in this community. Walworth has three rural routes.

WALWORTH TIMES

Circulation, 600 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 25¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80 to 100.
Use Mats? No.

Advertising representatives - American Press Association, New York City.

Established October 27, 1904 by G. W. Savery and J. M. Aldne, the Times has had a varied career. During March, 1905, it was sold to W. A. McAfferty and in September of that year, the Times Printing Company was formed and this organization conducted the paper to March 15, 1906, when it was sold to Morrissey Brothers. On October 1, 1906, the Times was purchased by H. E. Miles, who in turn sold to F. J. Perrin December 26, 1907. J. W. Haughton was Perrin's partner until May 20, 1909 when he took over the entire organization. G. S. Easton took over the paper October 15, 1913 and George W. Sowles purchased the plant and paper March 21, 1915. When Mr. Sowles died June 21, 1917, Mrs. Sowles assumed editorship and conducted the Times till September 20, 1919, when the present editor, Frank J. McCay, came on the scene.

B W

WASHBURN, 3,707

BAYFIELD

E. I. Du Pont Company, manufacturers of explosives, own this Bayfield county town's most important industry. Other important industries are the Excelsior Products Company, and North Western Fuel Company. Diversified farming is practiced extensively in the section. Fruit growing is coming to the fore on many farms. Located on the Chequamegon Bay, an arm of Lake Superior, the city has one of the finest deep rock ribbed harbors to be found on the entire chain of lakes. Washburn has two rural routes.

WASHBURN TIMES

Circulation, 1850

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2 %.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Use Mats? Yes.

April, 1894, is the date John A. Monger struck off the first number of this weekly at Iron River, Wisconsin, where it was published for one year. Then it was purchased by J. E. Jones and moved to Washburn. Jones continued as its editor until 1905, since which time W. A. Robinson has been its editor. The paper was purchased by Mr. Robinson in 1918, and in 1924 he purchased the Washburn News & Itemizer which was consolidated with the Times.

B W

WATERFORD, 668

RACINE

Located in southern Wisconsin this Racine county village is in the center of a rich farming community. It is a poultry raising center, but dairying also occupies a prominent place in the local agriculturist's rotation. The summer resorts attract many. Waterford has one rural route.

WATERFORD POST

Circulation

Thursday

Advertising rates - Classified, per inch 25¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Screen of halftones, 85 - 120. Use Mats? No.

C. Whitman founded The Post November 21, 1877. Succeeding editors were Ed. Malone and J. D. Roberts. Miller and Merrill are the present editors.

B W

WATERLOO, 1,263

JEFFERSON

This Jefferson county community is located in the center of a well known stock and grain growing district. A strong Farmers' Cooperative is located here. Waterloo is also noted for the Firemans' Park which attracts people from nearby states. Waterloo has three rural routes.

WATERLOO COURIER

Circulation, 1500

Is it sworn? No.

Thursday

Advertising rates - display, per inch 30¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.

Advertising representative - Wisconsin Press Association

This Jefferson county weekly is today owned by J. Lewis White and edited by Exilda Hackett White.

B W

WATERTOWN, 9,299

DODGE

Situated on Rock River, this Dodge county town is favored with abundant water power that is used by many local industries. A rich agricultural section is in this territory. Watertown has ten rural routes.

WATERTOWN GAZETTE

Circulation, 700

Thursday

Founded in 1879, this Dodge county newspaper is today edited by James W. Moore.

WAUKESHA, 12,558

WAUKESHA

Spring water, of the very best kind, has aided in making this town famous. However, its chief industry is dairying. Other important products that have "Waukesha" labeled on them are gasoline engines, church furniture and aluminum products, aeroshade, porch furniture, malted milk. Waukesha has nine rural routes.

WAUKEHSA FREEMAN

Circulation, 1500

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 35¢. Classified, per line 6¢. Agency commission, 15%.

Mechanical requirements - width of column, 13½ ems. Depth of column, 20¼ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100 to 120. Use Mats? Yes.

Advertising representatives - Luch E. Strong, 259 South Street.

S. N. Cullator founded in 1859 but edited it only for one year. His successor, L. B. Wright, served for ten years and then Reid and Nick Smith were editors till 1872. T. W. Haight edited the Freeman for several years and in 1873 H. M. Youmans took charge and continued as publisher and editor to the present day. Mr. Haight continued to do editorial writing on the Freeman for a number of years after Mr. Youmans became proprietor.

_____ B W _____

WAUNAKEE, 560

DANE

Farming is most important in this Dane county community. Novelities are made here. Waunakee has three rural routes.

WAUNAKEE TRIBUNE

Circulation, 650

In 1911 this weekly was established. Its present editor is A. A. Roessler.

_____ B W _____

WAUPACA, 2,839

WAUPACA

Good dairy cows are helping to make Waupaca famous. Potatoes, rye, cucumbers, butter and cheese are exported from this community. Waupaca grade Holstein and Jersey cattle are in great demand. There are 53 cheese factories in Waupaca county. Waupaca has seven rural routes.

WAUPACA COUNTY POST

Circulation, 2875 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Classified, per inch 50¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 120. Use Mats? Yes.

Founded in 1853 the Post is now conducted by a cooperative association in which every worker is a stockholder. All are natives of Waupaca and are heads of families. D. F. Burnham is manager and editor.

WAUPACA COUNTY NEWS

Founded in 1921 by Robert H. Wright, who is the present publisher.

_____ B W _____

WAUPUN, 4,440

DODGE-FOND DU LAC

Surrounded by a fertile farming country in Fond du Lac and Dodge county, Waupun also has diverse industries. The state prison and Central State Hospital for Criminal Insane are located here. Waupun has four rural routes. There are also, two hosiery concerns, two windmill factories, a hemp mill, a shoe factory, large vulcanizer factory, condensary, can factory and umbrella factory.

WAUPUN LEADER

In conjunction with which is published The Waupun News.

Circulation, 1810 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type 6 and 8 pt. Screen of halftones, 55-85. Use Mats? Yes.

G. W. Greene, edits this Dodge county weekly which was founded in 1866.

_____ B W _____

WAUSAU, 22,000

MARATHON

Wausau is the county seat of Marathon county and metropolis of the Wisconsin river valley. It is the center of the largest electrical energy producing area in the state. Its industries are greatly diversified, manufacturing everything from toothpicks to bridge and structural iron. Wausau is a center of vast granite industry and agricultural and dairying region. It is a city of home owners, 80% of the people here owning their own residences. Wausau has seven rural routes.

WAUSAU PILOT

Circulation, 1800

Thursday

Mechanical requirements - columns to page, 6. Width of column, 13 ems.
Depth of column, 20 inches.

The Wausau Pilot was founded in 1865 by Valentine Ringle who conducted it until 1880 when it was purchased by E. B. Thayer who combined it with the Review. For many years it was published as The Pilot-Review. Later the name "Review" was dropped from the mast head. E. B. Thayer continued as the editor and publisher until 1920 when the Pilot Printing and Publishing company was incorporated and took over the ~~entire~~ Pilot printing plant. E. B. Thayer, Jr. was the editor until 1923 when Otto J. Kreuger came to the paper. He remained until April, 1925 when Bert E. Walters took over the job. E. B. Thayer, Jr., is president and business manager of the company.

 B W

WAUSAUKEE, 1,553

MARINETTE

Farming with dairying as its mainstay is most important to this Marinette county town.

WAUSAUKEE INDEPENDENT

Circulation, 1240

Saturday

Advertising rates - display, per inch 25¢. Readers, per line, 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Advertising representative - American Press Association, New York City.

George E. Bogrand edits this weekly that was founded in 1895.

 B W

WAUTOMA, 1,046

WAUSHARA

This town is in a farming section in Waushara county. Wautoma has six rural routes.

WAUSHARA ARGUS

Circulation, 1800

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 120.
Use Mats? No.

The Argus was founded at Pine River in 1859 by D. H. Pulcifer, who moved it to Wautoma within about two months. Before the end of the year, he sold to J. W. Rist and Company and it was conducted by Mr. Rist and W. C. Webb for about two years, then it was purchased by Stowers and Lockerby. About 1865, the Argus was purchased by Munroe and Potter, the latter selling to Munroe after a few year's experience. About 1880, R. J. T. Ellarson purchased the Argus and, some time prior to 1900, sold a half interest to W. H. Barray, who later bought out his partner. They conducted the Argus to 1916 and then sold to T. M. Risk, who edited the weekly till 1923 when R. W. Harmon, the present editor, purchased the establishment.

_____ B W _____

WAUWATOSA, 5,818

MILWAUKEE

Located only five miles west of Milwaukee in Milwaukee county, this town has several good-sized industries. Wauwatosa has two rural routes.

WAUWATOSA NEWS

Circulation, 1100

Thursday

C. L. Benoy publishes this weekly which was founded in 1899.

_____ B W _____

WAUZEKA, 479

CRAWFORD

Dairying and stock raising score first. Cheese boxes and axe handles are made here. A large quantity of butter, cheese, pickles, honey, poultry, and tobacco are shipped from this Crawford county town. Wauzeka has two rural routes.

WAUZEKA CHIEF

Circulation

Is it sworn? No.

Thursday

Advertising rates - display, per inch 20¢. Classified _____. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 80. Use Mats? No.

Harry C. and Nellis S. Craig edit this weekly that was established in 1894.

WEBSTER, 500

BURNETT

Farming leads here in this Burnett county town. There is considerable dairying and some potato growing.

BURNETT COUNTY ENTERPRISE

Circulation, 460. Is it sworn? Yes. Thursday

Advertising rates - display, per inch 22¢. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 inches.
Columns to page, 6. Body type, 10 pt. Use Mats? No.

Advertising representative - American Press Association, New York City.

This Webster paper was founded in 1913 and is edited by W. A. Pursel.

_____ B W _____

WEST ALLIS, 24,600

MILWAUKEE

The Allis-Chalmers plant, covering 153 acres, and employing 6,200 people, is the main industry of West Allis. Other large manufacturing plants are located in this suburb of Milwaukee.

WEST ALLIS NEWS

Circulation Is it sworn? No. Friday

Advertising rates - display, per inch 50¢. Classified, per inch 30¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Screen of halftones, Yes. Use Mats? Yes.

Advertising representatives - American Press Association, New York City.

This weekly is printed at the Western Newspaper Union office. T. W. MaLain edits this paper.

WEST ALLIS STAR

Several papers had been started in West Allis before the advent of the Star, which made its appearance December 14, 1916 under the leadership of Mr. and Mrs. A. F. Sells. For a few years Erwin Feldschneider was employed as editor but Mrs. Sells gradually took over the editorial position and she is today the editor and with her husband the sole owner.

WEST BEND, 3,378

WASHINGTON

West Bend has fourteen diversified major industries employing approximately 1200 people, - the products being leather goods, aluminum products, wagons and sleighs, automotive equipment, barn equipment and farm machinery, canned peas and condensed milk. The A & P condensary, the largest single unit condensary in the world is located here. West Bend has seven rural routes.

WEST BEND PILOT

Circulation, 1950

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 70.
Use Mats? No.

Founded in 1892, the paper was edited by its first editor, C. E. Robinson, for two years. Then D. T. Keeley served four years, and in 1898 H. B. Kaempfer started his term of service. He is still editor and publisher.

WEST BEND NEWS

Circulation, 2450

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch 35¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.
Use Mats? Yes.

In the spring of 1855 R. B. Wentworth founded this weekly. During the following year he relinquished the editorial chair; Josiah T. Farrar took charge and continued to 1861. Succeeding editors have been: Ed. P. Kellogg, Jacob Mann, Erastus W. Root and Charles D. Waldo - these held down the post during the turbulent period, 1861 - 66. Then followed Paul A. Weil and Abraham L. Baer, 1866-75; William Walters, 1875-80; Michael Bohan, 1880-84; E. Aug. Runge, 1884-86; Walter Wittman, 1886-92; Arthur Franckenberg, 1892-1902; Jos. F. Huber, 1902-1923; and the present editor, Jos. J. Huber from 1923.

B W

WESTBY, 1,228

VERNON

Tobacco and honey are both shipped in large quantities, from this Vernon county town. Westby has five rural routes.

WESTBY TIMES

Circulation, 1500

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 23 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

J. T. Hage edits this weekly that first came off the press in 1900.

 B W

WESTFIELD, 858

MARQUETTE

A general farming district lies about this Marquette county town, and the local farmers do their trading in Westfield. Potatoes, grain, live stock and dairy products are exported by the farmers. The town is neat and clean; it has over a hundred drinking fountains furnishing the best of water. The local American Legion band, composed of 35 pieces, is rated as the second best American Legion band in the state. It furnishes concerts weekly in the Westfield square. Westfield has a large cooperative creamery which averaged 9803 pounds weekly last year. It has a state fish hatchery, hatching about 800,000 Brook and German Brown trout this year. It also has a \$100,000 corporation known as the Westfield Silica Company which is quarrying sandstone at the bluff north of the village. Westfield has four rural routes.

WESTFIELD CENTRAL UNION

Circulation, 925

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

S. D. Forbes established this weekly in 1877 and continued to edit it till 1910. For the next five years S. E. Hicks served, and then came H. E. Colton who was in charge till 1917. Martin Madson, the next editor headed the paper till 1919, and J. C. Harris then carried it for one year. George E. Fuller has been editor since 1920.

WEST SALEM, 1,027

LA CROSSE

The West Salem Cooperative Creamery, representing an investment of \$67,000 produced in 1925, 1,312,893 pounds of butter. It has 422 patrons and is a success in every way. A large canning factory is in this La Crosse county town. Pure bred live stock composed of Guernsey and Holstein cattle, Poland China, Duroc Jersey and Chester White hogs are sent to outside breeders annually. West Salem was the home of Hamlin Garland for many years and lies in the heart of a good farming region. West Salem has three rural routes.

NONPAREIL JOURNAL

Circulation, 785

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 20¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{7}{8}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 133. Use Mats? No.

A consolidation of the West Salem Journal and the West Salem Nonpareil in February, 1900, by D. Trimbell formed the Nonpareil Journal. G. W. Garlock has been editor since 1914 and he controls the stock at the present time. The early Journal was established in 1886 and the Nonpareil in 1895.

 B W

WEYAUWEGA, 988

WAUPACA

This town is in a general farming section. It has flour, saw, and planing mills. Potatoes, grain, fruit and stock are raised here. Weyauwega has four rural routes.

WEYAUWEGA CHRONICLE

Circulation, 1088

Is it sworn? No.

Wednesday

Advertising rates - display, per inch 25¢. Classified, per inch 45¢. Agency commission, None.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

March 17, 1877 this weekly was established. Its present editor is A. J. Rieck.

WHITEHALL, 851

TREMPEALEAU

This town is in a farming section. It has flour mills and a creamery. Whitehall has four rural routes.

WHITEHALL TIMES

Circulation, 1650

Thursday

Advertising rates - display, per inch 30¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association, New York City.

F. E. Beach and S. B. Nichols are editors of this weekly that was established in 1859.

_____ B W _____

WHITEWATER, 3,215

WALWORTH

Dairy products lead in this Walworth county town. Brick and tile are made in large quantities. Raincoats are also manufactured. Whitewater has five rural routes.

WHITEWATER PRESS

Circulation, 1400

Is it sworn? No.

Thursday

Advertising rates - display, per inch 40¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19¾ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representatives - American Press Association, New York City.

The Whitewater Press Company, now incorporated, founded the Press in January 1924. F. R. Bloodgood has edited it ever since.

WHITEWATER REGISTER

Circulation, 1741

Thursday

Robert K. Coe is the publisher of this weekly founded in 1857.

WILTON, 519

MONROE

The cooperative creamery, located here in Monroe county, made over 1,053,000 pounds of butter in 1924. After butter, as a means of livelihood for the Wiltonites, comes Holstein, Guernsey and Jersey cattle, according to Editor V. O. Fuller. Wilton has four rural routes.

WILTON HERALD

Circulation, 500

Friday

Founded in 1894, this weekly had three editors, - Messrs. Bugbee, Thompson and Brown, up to 1900 when J. E. Bruber bought it and continued to publish it until his death in November, 1923. Then G. W. Garlock, of West Salem, purchased it and leased it to V. O. Fuller, who is still editing it.

B W

WINNECONNE, 745

WINNEBAGO

While farming is the leading industry of the community, this Winnebago county community is also noted for its unequalled fishing and hunting. Winneconne has two rural routes .

WINNECONNE LOCAL

Circulation

Thursday

Harvey Kitz is the editor of this Winnebago weekly.

B W

WITTENBERG, 854

SHAWANO

The Homme Institutions, founded in 1881 by Rev. E. J. Homme, were started in this Shawano county city. Today there are several similar institutions in the country. An Indian mission is located here. Dairying is practiced on the local farms to a large extent. Wittenberg has two rural routes.

WITTENBERG ENTERPRISE

Circulation, 875

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85 to 125. Use Mats? Yes.

Advertising representative - American Press Association, New York City.

I. R. Nye founded this weekly November 23, 1893 and edited it till May 1906. John Englund then edited the paper till 1912 and at this time Mr. Nye bought back an interest and edited the paper to February, 1915. Since 1915 Mr. Englund has been the editor and owner.

 B W

WONEWOC, 798

JUNEAU

Farming is the backbone of this Juneau county town. A flour mill is located here. The Western Wisconsin Spiritualist camp ground is located here. This is a real live town with much scenic beauty.

WONEWOC REPORTER

Circulation, 725

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

In 1876 this weekly was established. Its present editor is R. B. Colman.

 B W

WOODVILLE, 298

ST. CROIX

Editor Charles Lowater says of this St. Croix town: "The village of Woodville is not a manufacturing town, being one of the hundreds of little home towns which make our state so pleasant but which produce nothing. The population is largely Norwegian - conservative, but right on all the fundamentals".

WOODVILLE TIMES

Circulation, 678

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 15¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.

Charles Lowater founded this weekly December 8, 1913 and it is still under his control.
