

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.
