
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.
