
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

MORTONVILLE, 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
