

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.
