ONALASKA, 1066

Onalaska pickles have a state wide reputation. Their manufacturer, the Onalaska Pickle and Canning Company also puts up peas, corn, kraft 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

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, 6 pt. Screen of halftones, 100 line.

Use Hats? 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; J. G. Showers till May, 1918, R. I. Showers to 1919, and E. G. Showers from July 1, 1919 to the present date.

OREGON, 871

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

OREGON OBSERVER

Circulation, 950

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

ORFORDVILLE, 495

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.
Covering Rural Wisconsin Effectively

ORKFORDVILLE JOURNAL

Circulation, 1000

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

Mechanical requirements - width of column, 13 ems. Depth of column, 19¼ inches. Columns to page, 6. Body type, 8 on 10. Screen of half-tones, 80 to 100. Use Mats? No.


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.

OSCEOLA, 674

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

OSCEOLA SUN

Circulation, 800

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

OSSEO, 1018

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

OSSEO NEWS

Circulation, 1010

Is it sworn? Yes.

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.

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. Browne.