UNION GROVE, 729

The Racine county fair is held here. The Racine-Kenosha Normal School is located here. There is also a large cabbage factory located at this point. Union Grove has three rural routes.

UNION GROVE NEWS

Circulation, 950

Is it sworn? No.

Advertising rates - display, per inch 30%. Classified, per line 5%. Agency commission, 15%. Cash discount, 2%.


This weekly is edited by John Pinzl.

B W

UNITY, 405

Located in the heart of Wisconsin - dairying and general farming are first in this Marathon county community. Unity has two rural routes.

MARATHON COUNTY REGISTER

Circulation, 425

Is it sworn? Yes.

Advertising rates - display, per inch 20%. Classified, per line 5%. Agency commission, net. Cash discount, 2%.


In 1902 this Unity paper was established by L. H. Cook. E. L. Messer was editor until 1926 and then James La Bell served one year, selling to Messer and Johnson, who also publish the Spencer Record.

B W

VESPER, 260

Of the five noted products of this Wood county community, cheese, condensed milk, pure bred live stock, hay and potatoes are the most important. They rank in order of their value to Vesper. Vesper has one rural route.
VESPER CENTER

Circulation, 500 Is it sworn? No. Thursday

Advertising rates - display, per inch 20%. Classified, per line 10%. Agency
commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.
Use Mats? No.


Founded October 1, 1911 by Elmer Trickey, this weekly has never
changed hands.

                        B W

VIOLA, 899 VERNON

Is situated in the heart of the scenic Kickapoo Valley. Viola is
the center of this prosperous section which is devoted chiefly to dairying.
Many cheese factories and creameries supply a market for the tens of milk pro-
duced. Pure bred livestock is a big factor in the success of the farmers.
Tobacco raising is an important crop in this section and a large warehouse
furnishes employment for men and women in the sorting and packing of this crop.
Hardwood lumber, livestock, butter, cheese, tobacco and slippery elm bark are
shipped from Viola. Viola has four rural routes.

VIOLA NEWS

Circulation, 1824 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30%. Classified, per line 5%. Agency
commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.


Cliff M. Wells, who established The News in 1890, edited it for
four years. Frazier & Frazier, who then assumed charge, continued to 1911
when the present editor, W. B. Van Winter, came on the scene.

                        B W

VIROQUA, 2574 VERNON

The principal industry in Vernon county is tobacco raising; some
years the returns from this single crop for the entire county reach the five
million dollar mark. Vying with it for popularity is the dairy business;
the Viroqua creamery last year alone did a business of more than a million
dollars. This is a cooperative organization. Viroqua has eight rural routes.