

CURTISS, 186

CLARK

Agriculture in its various phases supports Curtiss. Among the various plants located at Curtiss is one of Krafts cheese warehouses. One of the largest individual cheese factories in Central Wisconsin, owned by Fred Laabs, which paid over \$150,000 during 1924, is located at Curtiss.

CURTISS ADVANCE

Circulation, 554                      Is it sworn? Yes.                      Wednesday

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, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

Advertising Representatives - Recognized Agencies.

The ADVANCE is one of the string of weeklies owned by E. C. Clark. It was founded July 1, 1923. Its circulation extends into three counties and is supported by advertisers from eight towns surrounding the village, as well as a 100% from the local business houses.

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DARLINGTON, 1798

LAFAYETTE

Dairying has helped to make LaFayette county, in which Darlington is located, one of the finest agricultural counties in Wisconsin. Large numbers of pure bred Holsteins are found on nearby farms. Foreign cheese is manufactured and hog raising and general farming occupy the attention of many.

DARLINGTON REPUBLICAN-JOURNAL

Circulation, 1700                      Is it sworn? Yes.                      Thursday

Advertising Rates - Display, per inch 30¢. Classified, \_\_\_\_\_  
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 21 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.

This weekly was first issued in 1867. Its first editor was J. N. Ringleworth. Succeeding editors were F. Duncan and Son, C. W. Benteff, Hon. J. G. Monahan. The latter continued until 1919, at which time the present editor, Mr. Peavy, came on the scene. The REPUBLICAN-JOURNAL is the oldest paper in Lafayette county.