

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.

\_\_\_\_\_ B W \_\_\_\_\_

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.

DARLINGTON DEMOCRAT

Circulation, 1325

This paper was established in 1865 and is now owned and published by Riley and McGinley.

\_\_\_\_\_ B W \_\_\_\_\_

DEERFIELD, 594

DANE COUNTY

Farming leads at Deerfield.

DEERFIELD NEWS

Circulation, 1186

Thursday

Advertising Rates - Display, per inch 25¢ first two insertions; 20¢ thereafter. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8-point. Use Mats? No.

Advertising Representatives - American Press Association, New York

Nels Holman founded the NEWS September 22, 1899, and he served as editor for 19 years. Then came L. P. Joppa, who was active for five years more. After this time George Stoffregen took over the editorship.

\_\_\_\_\_ B W \_\_\_\_\_

DE FOREST, 493

DANE

The local canning factory, in which peas and corn are canned, employs about 150 people during the canning season. Tobacco growing and some dairying is carried on extensively.

DE FOREST TIMES

Circulation, 480

Is it sworn? Yes.

Friday

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, 10 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York.

This Dane county newspaper was organized in 1895. Its present editor is Alvin F. Johnson.