

EAGLE RIVER, Population 572

VILAS

Dairying, potatoes and resort centers are three very valuable assets possessed by the community. The quality of local "spuds" is attested by the state, county, and national honors that have been won by Eagle River potatoes. The soil and climate are excellent for increases in the community's potato fields. There are 3,000 known lakes within the boundaries of the county and it is credited with having more touring people and permanent summer homes than any other section of the state.

EAGLE RIVER REVIEW

Circulation, 700

Is it sworn? No.

Thursday

Advertising Rates - Display, per inch 25¢. Classified, per inch 25¢.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page 7. Body type, 8 pt. Screen of halftones, standard. Use Mats? Yes.

During 1886, the REVIEW was established. Its first editors, Dewar and McIntyre served only a year. Their successor, O. B. Moon, was editor for about 12 years and he was followed in succession by D. E. Riordan and O. E. Bowen. The latter served till 1912. Charles Richards published the paper until 1917. Since his death his son, Verne Richards, has published and edited the paper.

VILAS COUNTY NEWS

Established in 1893 this Vilas county weekly was published until recently by D. C. Menefee who sold the paper to Earnest A. Stewart of Chicago.

B W

EAST TROY, 773

WALWORTH

The Troy Milk Products Company has a large condensary here producing condensed cream and milk, powdered milk, butter, and other products well known over the United States and in foreign countries. It furnishes a splendid market for the milk produced in the surrounding area and the earnings of the employees in this work are for the most part spent at home. On the local farms will be found many pure bred Holstein and Guernsey, Duroc and Poland China herds, as well as flocks of White Leghorn chickens.

EAST TROY NEWS

Circulation, 1075

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, 19½ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80-100. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

Established February 1, 1893, this paper was edited for three years by its founder, S. K. Adams. O. R. Kurzrok then took over the paper. In 1922 he formed a partnership, taking his son into the business.

 B W

EDGAR, Population 723

MARATHON COUNTY

Over 640 dairy farmers do their trading in this Marathon county town. In car load lots they have shipped pure bred live stock to other states. The dairy industry is by far Edgar's most important asset. A basket factory employs 150 men and 50 women the year around. Lumbering is important to the community; a large saw mill is situated here and some excelsior is made in a local factory.

EDGAR NEWS

Circulation, 1150 Is it sworn? Yes Friday

Advertising Rates - Display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60-100. Use mats? No.

Advertising representative - Any Agency.

This weekly was established in 1907, its first editor being anonymous to present Edgarites. In 1922, E. B. Crawford was editor and from this time to 1924, I. Townsend was in charge. E. D. Seekins, the present editor, purchased the paper April 1, 1925.

 B W

EDGERTON, 2688

ROCK

Edgerton is noted far and wide as a tobacco center. It is the "largest cigar leaf tobacco packing center in the world." Leaf tobacco, cigar leaf tobacco and scrap smoking and chewing tobacco are the main sources of revenue of the community. However, this Rock county town is also noted for the highway trailer, with the dead rear axle, the knuckle axle, and for Monarch oil, all of which are produced locally.

WISCONSIN TOBACCO REPORTER

Circulation, 2100 Is it sworn? Yes. Friday

Advertising rates - display, per inch 30¢. Classified, per inch 50¢.
Agency commission, 15%.
