

Mechanical requirements - width of column, 13 ems. Depth of column,  $19\frac{3}{4}$  inches. Columns to page, 6. Body type, 8 point. Use Mats? No.

The REPORTER was organized in 1874. Former editors were G. H. Tousley, F. W. Coon and D. G. Ristad. C. A. Hoen is president of the company and F. G. Smith is secretary of the company that now publishes this weekly.

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ELKHORN, 1991

WALWORTH

Though this Walworth county town is located in the heart of a widely known farming section, Frank Holton & Company, makers of band instruments, turn out the product for which the town is most noted. An allied organization makes band instrument cases. The Walworth county fair is a \$50,000 institution. The Wisconsin Butter and Cheese Company and the Elkhorn Pea Cannery are two other mainstays of this town.

ELKHORN INDEPENDENT

Circulation, 2000

Thursday

August 7, 1845 is the founder's day in the life of this Walworth county journal. Its first editor was George Gale and subsequent editors were James Densmore, John Hotchkiss, Frank Leland, M. T. Park, Gene Kinnie, John Snyder, F. H. Eames and Claude Eames.

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ELLSWORTH, 1043

PIERCE

This Pierce county town looks on the livestock industry as its greatest asset. A cooperative creamery operates here. From the town are shipped eggs and other poultry products. A great area of cabbage is grown on the local farms.

ELLSWORTH RECORD

Circulation, 1500 Is it sworn? Yes.

Thursday

Advertising Rates - display, per inch 30¢. Agency commission, 15%.

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? No.

Advertising representative - American Press Association, New York City.

J. F. Shaw, who struck off the first number of this weekly January 1, 1899, edited it until September 14, 1911. Oscar A. Halls, who then took charge has been editor ever since.

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