

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.

 B W

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.

 B W

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.

PIERCE COUNTY HERALD

Circulation, 1110 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, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising Representative - American Press Association, New York City.

M. B. Kimball & Son founded this weekly as early as 1866. They were succeeded by Case and Doolittle and by E. S. Doolittle & Son, The present editor is H. F. Doolittle. This is the oldest newspaper published in Pierce county.

_____ B W _____

ELROY, 1713

JUNEAU

Railroad shops located in this Juneau county town are of great value. Farming is important and considerable livestock is shipped from this point.

ELROY LEADER-TRIBUNE

Circulation Thursday

This Juneau county weekly newspaper was formed at the merger of two weeklies published in Elroy. The Leader was founded in 1898 and the Tribune in 1881. The present editors are Whitehall & Shear.

_____ B W _____

ENDEAVOR, 500

MARQUETTE

While Endeavor is in a farming, dairying and fruit producing section, it is noted for its fishing and as a summer resort camp. Christian Endeavor Academy is located here.

MARQUETTE COUNTY EPITOME

Circulation, 400 Friday

This Marquette county weekly was established in 1900. In 1906 C. D. Browne purchased the paper from R. E. Helms. They sold it to Cotton Brothers, January 1, in 1914, and in 1919 C. D. Browne's son took over the paper. Since that time Browne had charge except a year and a half when W. L. Cotton had control. During July, 1925, A. O. LaBell purchased The Epitome and in October it was sold to W. N. Friddy.
