

ETTRICK, Population 400

TREMPEALEAU

Farming ranks first in this community of Trempealeau county.

ETTRICK ADVANCE

Circulation

Thursday

Advertising Rates - Display, per inch _____. Classified, per inch 20¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical Requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 6. Body type, 10. Screen of halftones? Yes.
Use Mats? No.

Founded in 1919. THE ADVANCE is today edited by A. G. Sorenson.

B W

EVANSVILLE, 2209

ROCK

Windmills and gas engines are the most important articles manufactured in Evansville. Considerable dairying is carried on in the vicinity and as a consequence dairy products are produced in large quantities. Evansville claims to have the largest creamery, largest oleomargarine plant and largest poultry feeding and dressing station in Wisconsin.

EVANSVILLE REVIEW

Circulation, 2400

Is it sworn? No.

Thursday

Advertising rates - Display, per inch 35¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 on 10. Screen of Halftones, 120. Use Mats? Yes.

Advertising Representatives - American Press Association, New York City.

I. A. Hoxie struck off the first number of this weekly in 1866. Succeeding editors have been Wells & Warren, I. A. Hoxie, Magee & Lawton, R. M. Antes, H. Morgan, J. J. Norton, and A. Todd. It is now published by the Antes Press, R. M. Antes is editor and J. I. Scott, managing editor.

B W

FENNIMORE, 1383

GRANT

This Grant county town is in a farming community.

FENNIMORE TIMES

Circulation, 4600 Is it sworn? Wednesday

Advertising Rates - Display, per inch 45¢. Classified, per word 1¢.
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, 7. Screen of halftones, 60 to 80 lines.
Use Mats? Autocaster.

Advertising representative - American Press Association, New York City.

E. L. Howe founded the TIMES in 1889 and he served as editor until 1893. Then H. E. Roethe assumed charge and continued as head until 1910, at which time his brother, E. J. Roethe, joined him.

_____ B W _____

FLORENCE, 1768

FLORENCE

This Florence county seat town is located in an ore mining district and ore is the chief product of the community. However, farming is coming to the fore. Milk produced on local farms is handled by a Florence Creamery. Some maple syrup is also exported. It has a saw mill and logging is carried on to some extent.

FLORENCE MINING NEWS

Circulation, 800 Is it sworn? No. Saturday

Advertising Rates - Display, per inch 25¢. Classified, per line 3¢.
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.

In 1880 G. M. Atkinson established this paper and edited it for one year. For six years, Chase S. Osborn served as editor. From 1887 to 1915, George C. Youngs was editor. From the latter date to the present time Chase O. Youngs has directed this weekly.

FORT ATKINSON, 6000

JEFFERSON

This is a thriving place of 6,000 people, with paved streets and five concrete roads leading out to distant cities. It is located in the heart of Wisconsin's richest dairy section. It is on beautiful Rock River only six miles from Lake Koshkonong, noted for its hunting and fishing and its historic memories.