

GALESVILLE, 1200

TREMPEALEAU

Galesville is located in a farming section. Gale College is located here.

GALESVILLE REPUBLICAN

Circulation, 1100

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of Column, 13 ems. Depth of column _____.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 80.
Use Mats? Yes.

Advertising Representative - American Press Association, New York City.

Founded in 1897, by Bert A. Gipple, who has been continuously at the head of this Trempealeau county weekly.

_____ B W _____

GAYS MILLS, 652

CRAWFORD

Farming ranks first in this Crawford county community. It is also noted for its fine orchards.

GAYS MILLS INDEPENDENT

Circulation, 800

Thursday

Founded in 1905, the Independent is today edited by C. E. Bellows.

_____ B W _____

GENOA CITY, 656

WALWORTH

Dairy products come first in this section of Walworth county, followed by corn, beef and pork, also cabbage and poultry products.

GENOA CITY BROADCASTER

Circulation, 900

Is it sworn? Yes.

Thursday

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

Mechanical requirements - width of column, 13 esm. Depth of column, 19 $\frac{3}{4}$ inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 70.
Use Mats? No.

The first number of the BROADCASTER was edited May 1, 1924 by Herbert M. Marsh, who edited the paper until June 1st, 1925 when the management and editorship was assumed by H. M. Robinson.

————— B W —————

GILLETT, 1220

OCONTO

This Oconto county village is best noted for four chief industries. The Great Northern Pail Company manufactures wooden pails and veneer. The Gillett Canning Company puts up many cases of peas, beans and beets each year. Lumber, sash, doors and other building supplies are manufactured by the Gillett Building Supply Company. Cheese factories furnish the outlet for the milk produced in this area.

The Great Northern Pail Company which was organized several years ago is at the present time manufacturing wooden pails for candy packages and also veneer. This company has on its payroll 125 men, women and girls of which 65% are home owners. Their annual payroll runs in the neighborhood of \$800,000.00. The veneer manufactured is used principally by door manufacturers and for seating stock. The capacity output of the pail department is 50,000 dozens per year, and the veneer department about six carloads per month.

THE GILLETT TIMES

Circulation, 950

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
Cash discount, 2% ten days.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 75 to 100.
Use Mats? Yes.

Advertising Representative - American Press Association, New York City.

L. P. Perry established this weekly in 1900 and edited it until 1922. George Stoffregen then edited the paper from October 1922 until April, 1924. At this time the plant was taken over by Frank Cota, A. P. Lehner, and H. B. Bennett. The paper is now handled under the name of the Gillett Times Company, with J. R. Gorham as resident manager.

————— B W —————

GLENWOOD CITY, 800

ST. CROIX

It is in the heart of a dairying community, in which Holsteins predominate. Creamery manufactures are over one million pounds of butter yearly and are steadily growing. There is a sauer kraut factory here. Glenwood city is rapidly growing as an egg market for farmers are beginning to keep poultry as a valuable auxiliary to dairying.