

HIGHLAND, 1024

IOWA

Lead and zinc mining is carried on around Highland. It is in the center of a cheese district in Iowa county. There are over sixty cheese factories within a radius of 12 miles.

HIGHLAND PRESS

Circulation, 1075

Friday

Founded in 1894, this Iowa county newspaper is today operated by George Dilley.

B W

HILBERT, 614

CALUMET

Dairying and the pea canning industry lead in this Calumet county community, both being of unusual importance. Hilbert has a million dollar bank and one of the largest pea canning factories in the county. Concrete roads lead to Chilton, the county seat, eight miles away.

HILBERT FAVORITE

Circulation, 1900

Is it sworn? Yes

Wednesday

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

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt.

Advertising Representative - American Press Association.

Founded in 1910 by F. G. Shirley, this weekly was edited only four weeks until it was purchased by its present owner, Frank E. Pieper.

B W

HILLSBORO, 1000

VERNON

In 1923, 807 carloads of livestock were shipped from Hillsboro. In this town "Value Brand" condensed milk is manufactured.

HILLSBORO SENTRY-ENTERPRISE

Circulation, 1600

Is it sworn? No.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85.

Charles Heath founded this weekly in 1885. The second editor was H. H. Dunn; his term of office is not known. C. H. Dunn served from 1893 to 1896, and W. W. Shear carried the paper from this date to 1899. M. V. Frazier served to 1902 and W. O. Shear has been in charge since the expiration of Frazier's term.

B W

HOLLANDALE, Population 300

IOWA

This Iowa county town is in the heart of an extensive agricultural community. Dairying furnishes cheese and cream; and some cattle are shipped to the large markets.

HOLLANDALE WEEKLY REVIEW

Circulation, 650

Is it sworn? No.

Thursday

Advertising rates - display, per inch 15¢. Classified, per line 7¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 15 inches, columns to page, 4. Body type, 10 and 8 pt. Use Mats? No.

Advertising representative - American Press Association

The Review was founded January 21, 1898. Its early editors were J. W. Laughlin, H. G. Pearce and W. A. Skinner, Jr. The present editor is Bert Day.

B W

HORICON, 2134

DODGE

Canning, knitting, windmill and farm implement factories are located here. Dairying is very important, cheese being manufactured in large quantities. Horicon is at the foot of the famous 40,000 acre Horicon Marsh.

HORICON REPORTER

Circulation, 1200

Friday

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, 19 $\frac{3}{4}$.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 85 to 125. Use mats? Yes.

Advertising representative - American Press Association.
