

JANESVILLE, 18,293

ROCK

This is one of Wisconsin's most noted manufacturing cities. It is further benefited by being located in a prosperous agricultural area. Eight rural routes.

JANESVILLE INDEPENDENT

Circulation, 1400

Thursday

This Janesville weekly was organized in 1901. Its present editor is S. A. Cooper.

B W

JEFFERSON, 2575

JEFFERSON

Though Jefferson is primarily a dairying community, it is also noted for its shoes, wagons, harrows, furniture, woodwork, woolen yarn, butter and oleomargarine, and sleighs. Some meat is packed in the town. Four rural routes.

JEFFERSON BANNER

Circulation, 2000

Is it sworn? No.

Thursday

Advertising rates - display, per inch 35¢. Classified, per word 2¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representative - Lyman Browne, Milwaukee, Wisconsin

Jefferson's early paper was the Jeffersonian, established in 1883 by W. M. Watt. The present Jefferson Banner, founded in 1860, is its successor. Early editors of this weekly have been W. H. Tousley, Alden Sanborn, J. W. Blake, O. F. Roessler, J. O. Perkins, Harry H. Hemmings, I. B. Kirkland, B. R. Buri, A. A. Roessler, with C. J. Mueller editor since 1916.

B W

JUNEAU, 1159

DODGE

Surrounded by a fertile farming section, Juneau bases its fame on agriculture. Four rural routes.

JUNEAU INDEPENDENT

Circulation

Friday

Founded in 1893, this Dodge county newspaper is now operated by Clifford Brothers.

B W