

LADYSMITH NEWS BUDGET

Circulation, 2057

Is it sworn? Yes

Thursday

Advertising Rates - display, per inch 30¢. 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 pt. Screen of halftones, 120.
Use Mats? Yes.

Advertising Representatives - American Press Association

Founded in 1895 by F. E. Munroe, the Ladysmith News and Budget were consolidated by A. A. Hadden in 1907. Mark R. Bell purchased the weekly from Mr. Hadden in 1911. Today Mark R. Bell serves as managing editor, A. A. Mooney as city editor, and M. O. Emmons as farm editor. It has been credited with being the first weekly paper in Northern Wisconsin to establish a farm department with full time farm editor in charge.

RUSK COUNTY JOURNAL

Circulation, 1920

Wednesday & Saturday

April, 1900 was the first birthday of this weekly. The first editor was D. H. Richards, who served to 1908. Phil S. Reed was then on the deck for two years; he was followed by D. W. Maloney, who published the Journal until May, 1920. G. C. Maloney was editor for four months and then R. W. Richardson served until March 1, 1922. He was followed by the present editor, E. W. Richardson.

 B W

LA FARGE, 798

VERNON

Situated in the scenic Kickapoo valley, and having an abundance of pure water and a great supply of grasses, this entire community makes an excellent field for the dairy industry. Consequently, dairying headed by cheese production assumes first place in this Vernon County town. Hard wood lumber, swine and tobacco also are shipped from La Farge. La Farge has three rural routes.

LA FARGE ENTERPRISE

Circulation, 550

Thursday

The Enterprise started with W. J. Robinson as editor and owner. The present editor, J. E. Rockhill, served under him as an apprentice. Owners of the Enterprise since 1898 have been W. J. Robinson, 1898-1900; B. R. Moyle, 1900-05; Fetty and Rockhill, 1905-08; Percy S. Sanford, 1908-12; Merton Perkins, 1912-21, and J. E. Rockhill, 1921 to the present time.
