

LAKE GENEVA, Population 2632

WALWORTH

Located in the heart of a farming and dairy community this Walworth county town is also noted as a summer resort. Many wealthy families own large estates on the lake. There are 21 hotels and many camps nearby. The famous Yerkes observatory, the Y.M.C.A. College camp and the International Sunday School Association grounds are located here. Lake Geneva has three rural routes.

LAKE GENEVA NEWS TRIBUNE

Circulation, 2565

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 40. Classified, per line 10¢.
Foreign display, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representative - American Press Association

A merger has produced the News Tribune. Its earliest ancestor was organized in 1879. Today it is controlled by the Home News Publishing Company and edited by Arthur R. Todd.

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LAKE MILLS, 1754

JEFFERSON

Here in Jefferson county is another famous summer resort. Farming, however, is the most important industry to the community. Lake Mills has two rural routes.

LAKE MILLS LEADER

Circulation, 750

The Leader was founded in 1878. Its present editor is C. L. Hubbs.

THE LAKE MILLS-DEERFIELD NEWS

Circulation, 1186

Thursday

Advertising rates - display, per inch 25¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising representatives - American Press Association, New York