

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.

B W

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

George Stoffregen recently moved the Deerfield News plant to this city and is publishing the paper under the title of Lake Mills-Deerfield News.

Nels Holman founded the News September 22, 1899 and he served as editor for 19 years. Then came L. P. Joppa who was active for five years more. After this time George Stoffregen took over the editorship and published the paper at Deerfield until January 1926 when he moved the paper to Lake Mills.

 B W

LANCASTER, 2485

GRANT

Creameries and canning factories mean much to this Grant county city, and they also indicate that it lies in a rich agricultural district. Noted for its fine water system, Lancaster can draw 550 gallons a minute of pure water from an overflowing spring. Its new high school building was recently completed at a cost of \$175,000 and a new civic center cost the community \$130,000. This city is one of the "largest livestock shipping points on the Northwestern Railroad", according to Editor A. L. Sherman. "The city is beautiful, clean, free from slums and it has neat stores and modern buildings" further states Sherman, one of Lancaster's boosters. Lancaster has eight rural routes.

GRANT COUNTY HERALD

Circulation, 2300

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch (2¢ per word). Classified, per inch 45¢ handset - 35¢ electros. Agency commission _____. 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, 80.

Established in February, 1843, The Herald has not missed an issue since that early period and it now ranks among the three oldest papers in the state. L. O. Shrader was the first editor. Subsequent editors have been: Wm. Proctor, James Goodhue, John C. Cover, Jos. Cover, Edward Pollock, Captain Farquharson, Walter Chandler, James Miner, C. R. Harper, Clyde Showalter, Harlan Johnson, B. L. Lowrey and A. L. Sherman.

 B W

LAONA, 1600

FOREST

Lumbering is the chiefest asset of this Forest county town. About 250 men are employed the year around in connection with the largest hardwood sawmill in Wisconsin. This plant makes flooring, shingles, rough and dressed lumber,
