

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.

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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.

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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,

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FOREST COUNTY TRIBUNE

Circulation, 500

Thursday

Advertising rates - display, per inch 15¢. Classified, per inch 25¢. 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, 80 line.

This Laona paper was established in 1918. Its present editor is P. F. Van Opens.

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LIVINGSTON, 574

GRANT

Livingston is located in a rich farming section on the Lancaster division of the Chicago and Northwestern railroad. There is also mining of zinc. Livingston has three rural routes.

LIVINGSTON LEADER

Circulation, 450

Is it sworn? No.

Wednesday

Advertising rates - display, per inch 20¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 17 $\frac{3}{4}$  inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 110. Use Mats? No.

Advertising representative, American Press Association, New York City.

Tom C. Snyder, who established this paper in June, 1924, edited it only until September. Walter McBride was in charge until February the following year. On February first the paper was purchased by Harvey Schernerhorn who is the present editor and publisher.

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LODI, 1077

Columbia

A condensed milk factory, a large creamery, and a canning factory are the main enterprises of Lodi. The canning company cans corn, peas, and beets. The condensery is operated by Nestle's Food company while the other are Local companies. A pickle salting station established by Jewett and Sherman of Milwaukee last summer did a thriving business. Dairying is the main source of income for local farmers but considerable pork, beef, and mutton are produced in this community. Lodi has four rural routes.

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