

LODI ENTERPRISE

Circulation, 900 Is it sworn? No Thursday

Advertising rates - display, per inch 25¢. Classified, per word, 1¢. Agency commission, 15%. Cash discount, 2% - 10th of month.

Mechanical requirements - Width of Column, 13 ems. Depth of column, 19³/₄ inches. Columns to page, 6. Body type, 8-9 & 8 on 10. Use Mats? No.

E. B. Yule and G. I. Richmond established The Enterprise in January 1894. Two years later Richmond sold to Yule. Yule continued to edit the paper until September, 1902, when he sold to the present editor and publisher, Cassius Coward, who is assisted by his daughter, Miss Isadore Coward.

_____ B W _____

LOMIRA, 554

DODGE

Furniture manufacturing holds sway at Lomira. Milking machines are made in the town and there is also a pea canning factory operating in the locality. Lomira has one rural route.

LOMIRA REVIEW

Circulation, 648 Tuesday

The Review was born September 16, 1903. Its founder, C. L. Pardun, was editor till 1909. Subsequent editors have been L. Forbes, 1909-11; Peter C. Wold, 1911-12; John A. Miller, 1912-17; A. A. Roessler, 1917-19. Since 1919 Ervin W. Kinkel has been the editor.

_____ B W _____

LOYAL, 735

CLARK

Sawh, door, bline, excelsior, staves, heading and flour factories are located in this Clark county community. Loyal has two rural routes.

LOYAL TRIBUNE

Circulation, 600 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 28. Classified, per line 10¢. 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? Yes. Use Mats? No.

Advertising Representative - American Press Association, New York City.
