

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, 19 $\frac{3}{4}$ 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.

February, 1894, is the date that The Tribune was established, its first editor being D. U. Richardson. He edited it till 1904. The next editor, A. A. Roesler, served eight years. Wm. Neuenfeldt was active for a three year period. Then came Mrs. Hattie Richardson who served for eight years, followed by L. F. Thelken, editor for a twelve month period. The present editor is Lawrence V. Cowles.

 B W

LUCK, Population 479

POLK COUNTY

Luck is one of the homes of the "Land O'Lakes" sweet cream butter. The dairy industry of this community in Polk county is being rapidly developed by local cooperative organizations. A small part of the local revenue comes, throughout the winter, from shipments of logs to excelsior mills, but butter is by far the most important product of the locality. Potatoes are grown extensively. The lakes and trout streams here attract thousands of tourists yearly. Luck has three rural routes.

LUCK ENTERPRISE

Circulation -----

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85 to 120. Use Mats? No.

During October 1904, this weekly was established by Oscar Lund, who continued to edit it till July 1, 1923. Since that time Dick Pugh has been in charge.

 B W

LUXEMBURG, 457

KEWAUNEE

The Luxemburg Manufacturing Company, Luxemburg Milling Company, Luxemburg Grain Company, Casco Gravel Company and the South Milwaukee Creamery Company furnish employment for Luxemburg people. The first named concern ranks first in importance in this Kewaunee county community. Luxemburg has six rural routes.

LUXEMBURG NEWS

Circulation, 605

Friday

G. I. Donald founded this weekly in February, 1909. Subsequent editors have been Dan J. Boncher, Frank Salmon, Otto M. Kaye and Earl A. Balza, the latter has been editor for the past eight years.
