

MIDDLETON, 790

DANE

Middleton is in a rich agricultural community where the soil is a rich silt loam merging into a clay loam in others.

Dairying is carried on extensively and the Golden Key Milk Products Company (condensory) receives the bulk of the milk. Considerable fluid milk is sold in Madison. Recent industries which promise to grow are the Gloss-All Polish Company and the La Verne Burmester Manufacturing Company. Middleton is located on the Chicago, Milwaukee and St. Paul Railway and has city water and a municipal lighting plant. Middleton has two rural routes.

MIDDLETON TIMES-HERALD

Circulation, 500 Is it sworn? No Friday

Advertising rates - Display, per inch 25¢. Classified, 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. Screen of halftones, coarse. Use Mats? No.

Advertising representative - American Press Association

The present editor of this Dane county paper is T. R. Daniels.

_____ B W _____

MILAN,

MARATHON

Milan is located in a farming and dairying community in Marathon county.

MILAN SENTINEL

This Marathon county weekly was formerly one of a string of weeklies owned by E. C. Clark of Abbotsford. Early in 1926 Clark sold the paper to George Adams and Otis Adams.

_____ B W _____

MILLTOWN, 440

POLK

On all sides of this Polk county town are dairy farms. Two hundred and sixty farmers sell milk to the local creamery, which produced nearly 700,000 pounds of butter last year. Pure bred dairy cattle are on the increase, and the poultry business of the community is booming.

MILLTOWN NEWSMAN

Circulation, 700

In May 1910, the Milltown Herald was established by A. W. Tracey who continued to edit the paper till the spring of 1912. His successor, Glenn D. Arnold, conducted the weekly till 1914 and was followed by John Tygeson who served for one year. During 1915, J. D. Nicholson and Roy Henning were editors. Mr. Nicholson, one of the sponsors of the Herald, carried his name on the mast head and was assisted by printers till 1919 when M. D. Hinshaw became publisher and continued to June 1, 1922. The paper was discontinued to January 1, 1923 when the present editor, George Cook, resurrected it and changed the name to the Milltown Newsmen. "During the seven months that the paper was suspended the people of the community learned the value of a newspaper", says Editor Cook, "and they have appreciated it ever since".

— B W —

MILTON and MILTON JUNCTION (combined population, 1685)

ROCK

Dairying is of the greatest value to this section of Rock county. In these towns are manufactured electrotherapeutic equipment and dental film mounts. The annual gross sales of the Burdick Cabinet Factory amounted to over \$900,000 last year. It employs 125 men. Milton Junction has two rural routes.

MILTON JUNCTION JOURNAL TELEPHONE

Circulation, 690

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 8¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 133. Use Mats? Yes.

In 1871, Miss Mary Spencer founded The Milton Messenger, which existed for less than a year. Then J. S. Badger established the Milton Register which ran from 1878 to 79. W. C. Brown started the Milton Express in 1879, - this lasted for several years. Then the Telephone was started by J. C. Bartholf and he edited it until 1886. Succeeding editors have been: Judge Spence, 1886 to 94; Mrs. Alice Blount, 1894 to 96; M. A. Richardson and Hadden, 1898 to 1902; Will Oviatt 1902 to 1906; Holsten & Miles, 1906 to 12. In 1912 the two papers, The Journal and The Telephone, were combined and edited by E. M. Holsten to 1919. Then the present editor, Orlando H. Frantz, took charge.