

NEILLSVILLE PRESS

Circulation, 3000                      Is it sworn? Yes.                      Thursday

Advertising rates - display, per inch 35¢ (electro). Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Use Mats? Yes.

The Press is the result of a consolidation of three papers, The Republican Press, Neillsville Times, and the Granton News. Final consolidation took place May 1, 1921. The present editor is L. Williamson.

————— B W —————

NEW GLARUS, 981

GREEN

"Pet" condensed milk and Holstein cows lead in this Green county town. A Swiss settlement, one of the first in Wisconsin, makes high grade foreign cheese. This is the first place where foreign cheese was made in Wisconsin in 1869. The only embroidery factory in the state is located here. New Glarus has two rural routes.

NEW GLARUS POST

Circulation, 1150                      Is it sworn? Yes                      Wednesday

Advertising rates - display, per inch 25. Classified, per line 7¢. 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, 100. Use Mats? No.

Known as the New Glarus Bote, the fore-runner of the Courier made its appearance April, 1897, edited by John Theiler. It was printed in the German language. In 1912 an English weekly, the New Glarus Post was established, in 1917 the two papers were combined and issued as the New Glarus Post. In 1924 the Post management purchased the Belleville Recorder and now gives a section of the paper to the happenings of Belleville and has a good part of its circulation in this town. Arthur J. Theiler is now editor.

————— B W —————

NEW HOLSTEIN, 1373

CALUMET

The Lauson engines, made here, are known the world over for their sturdiness and simplicity of design. The Tractor Appliance Company connected with the Lauson Engine Company is another mainstay of the town, together employing over 400 men. Green pea harvesters and ensilage cutters are also manufactured here. Dairying is an industry of no small note in this community. New Holstein has three rural routes.