

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.

NEW HOLSTEIN REPORTER

Circulation, 981 Is it sworn? Yes. Friday

Advertising rates - display, per inch 30¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{5}{8}$ inches. Columns to page, 7. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association.

T. J. McElroy founded the Reporter in January 4, 1904 and edited it for four years. B. A. Roate has directed it since that time.

————— B W —————

NEW LISBON, 1175

JUNEAU

This city is located in the heart of an agricultural and dairy district in Juneau county. It is an important railroad center, being the outlet for the Wisconsin Valley Division of the "Milwaukee" railroad. It has paved street, a white way, wonderful free tourist camp grounds and bathing beach. It has a \$200,000 high school building and is the home of the Juneau County Rural Normal School. New Lisbon has four rural routes.

NEW LISBON TIMES-ARGUS

Circulation, 850 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per line 5¢ - readers, 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. Use Mats? No.

Advertising representative - American Press Association, New York City.

C. A. Leicht edits this weekly that was established in 1856. His son C. A. Leicht, Jr. is associate editor.

————— B W —————

NEW LONDON, 4683

OUTAGAMIE

This city is the home of Hatten Lumber Company, Wisconsin Cabinet and Panel Company, (Thos. A. Edison), Brodens Condensary, American Plywood Corporation, Zerrenner Bros., (Brick), Hamilton & Sons Canning Company, Standard Machine Shop (Aluminum Pistons), Modern Manufacturing Company, (Ladies Garments), Geo. O. Thomas Concrete Products Works, Roemer Lumber Company, Geo. Freiburger & Sons, Wagon Works, Tank Bros., Wagon Works, Wolf Valley Dairy Company. Diversified farming is carried on extensively. New London has five rural routes.