

ONALASKA, 1066

LA CROSSE

Onalaska pickles have a state wide reputation. Their manufacturer, the Onalaska Pickle and Canning Company also puts up peas, corn, kraut and relishes. The Wisconsin Spinning Mills operate a large modern factory here and are doing a thriving business producing wood and cotton core yarns. Dairy products and pure bred cattle are near the top in importance, and the local farmers are giving great attention to pedigreed seeds. Onalaska has one rural route.

LA CROSSE COUNTY RECORD

Circulation, 780

Thursday

Advertising rates - display, per inch 18¢. Classified, per inch 45¢.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 18 inches.
Columns to page, 5. Body type, 8 pt. Screen of halftones, 100 line.
Use Mats? No.

Founded in November, 1885, this weekly was edited by its founders, Moran and Ball, for only a few months. Alex. Moran was editor till September 20, 1888, and W. J. Showers had the editorial position till May, 1904. Mrs. W. J. Showers guided the weekly for a year. J. G. Showers was editor to July, 1907; E. G. Showers till May, 1918, R. I. Showers to 1919, and E. G. Showers from July 1, 1919 to the present date.

 B W

OREGON, 871

DANE

This entire Dane county district is devoted to dairying and general farming. Oregon has three rural routes.

OREGON OBSERVER

Circulation, 950

Thursday

Founded in 1880, this Dane county weekly is today edited by E. F. Kramer.

 B W

ORFORDVILLE, 495

ROCK

Farming takes first place easily in this Rock county territory. Orfordville has a prosperous cooperative creamery, a condensary, a handle factory, broom factory, two tobacco warehouses and a high school. Orfordville has one rural route.

ORFORDVILLE JOURNAL

Circulation, 1000

Wednesday

Advertising rates - display, per inch 30¢. Classified, per line 5¢.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19³/₄ inches. Columns to page, 6. Body type, 8 on 10. Screen of halftones, 80 to 100. Use Mats? No.

Advertising representative - American Press Association.

This paper has been published for 16 years - for the last ten years by Ward A. Stewart, who has built up a splendid reputation for commercial work. At present A. N. Conklin is editor.

_____ B W _____

OSCEOLA, 674

POLK

Farming leads in this Polk county town. Osceola has three rural routes.

OSCEOLA SUN

Circulation, 800

Thursday

William Larson operates this Polk county newspaper that was founded in 1897.

_____ B W _____

OSSEO, 1018

TREMPEALEAU

This is a farming, stock and fruit raising section in Trempealeau county. It has a large condensary and also a pea canning factory; also creameries and cheese factories.

OSSEO NEWS

Circulation, 1010

Is it sworn? Yes.

Tuesday

Advertising rates - display, per inch 35¢ plate (10¢ extra for composition)
Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 26 inches. Columns to page, 6. Body type, 8 & 10 pt. Screen of halftones, 80-100. Use Mats? No.

W. S. Gilpin is the editor of this Osseo weekly that began life in 1890, and has been since 1898, when he purchased the paper from H. E. Brown.