

POYNETTE, 724

COLUMBIA

This Columbia county town is noted for its pea canning factory. Pickles are also canned in local factories. Tobacco, grains and live stock are also products of importance in this section. Poynete has four rural routes.

POYNETTE PRESS

Circulation, 650

Is it sworn? Yes

Friday

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

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

Advertising Representatives - American Press Association, New York City.

C. M. Butler is the editor of this Columbia county weekly founded in 1884. He assumed control in January.

P B

PRAIRIE DU CHIEN, 3537

CRAWFORD

This is an educational center,- St. Mary's College, a girl's institution, as well as Campion, a boy's school, being located here. The scenic attractions are noted. Dairy production, including butter and cheese manufacture, claim great attention. A large woolen mill, a veneer factory and an establishment for the making of egg cases furnish employment for the natives of this Crawford county town. A pearl button factory, brick and tile factory and a tool factory are located here. Prairie du Chien has two rural routes.

PRAIRIE DU CHIEN COURIER

Circulation, 1622

Is it sworn? Yes.

Tuesday

Advertising rates - display, per inch 30¢ net. Classified, per inch 25¢. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19-7/8 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 122 to 80. Use Mats? Yes.

Founded in 1848, The Courier is today the fifth oldest paper in the state. William D. Merrell was editor from 1853 to 1911, serving for 58 years. Henry E. Howe, the present editor has been on the job since 1911.

CRAWFORD COUNTY PRESS

Circulation, 1800

Wednesday

Advertising rates - display, per inch 35¢. Classified, per inch 45¢.
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, 80 to 100.
Use Mats? Yes.

J. H. Frazier edits this paper founded in 1904.

 B W

PRAIRIE DU SAC, 866

SAUK

The Wisconsin River Power Company owns and operates one of the largest and most efficient hydro-electric power plants in the state of Wisconsin, supplying the electric power for many adjoining communities including the capital city and Milwaukee. An extensive farming community envelopes this Sauk county town. Dairying, pea growing, and live stock raising are highly developed. Much butter is manufactured here. Many carloads of hogs are shipped from this Sauk county town. Prairie du Sac has four rural routes.

THE SAUK COUNTY NEWS

Circulation, 1050

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 20¢. Classified, per inch 18¢ net.
Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 85 line.
Use Mats? No.

Advertising Representatives - American Press Association, New York City.

The first number of The Sauk County News was issued October 21, 1876, by Burnett & Son, of Black Earth, and G. W. Ashton, of Prairie du Sac. Ashton was the editor, and the paper was published at Black Earth. Succeeding editors have been Charles E. Whelan, George Conklin, Fred W. Johns, Elta Johns, Brown Brothers, E. J. Browne, W. P. Just and Bert Giegerich, who has been with the paper for over 25 years and at its helm since 1909.

 B W

PRENTICE, 588

PRICE

This Price county town is in the heart of a farming section. A large local creamery takes much of the milk produced on nearby farms. Prentice has two rural routes.
