

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.
