

ST. CROIX FALLS, 825

POLK

Large creamery interests are concentrated in this Polk county community. Farm produce, especially potatoes, are shipped. Considerable lumber is also exported. Poultry is of great importance. Dairying is one of the main stays. St. Croix Falls has two rural routes.

ST. CROIX FALLS STANDARD PRESS

Circulation, 1100

Thursday

Advertising rates - display, per inch 30. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85 to 120. Use Mats? No.

This paper is edited by G. R. Puckett.

————— B W —————

SEYMOUR, 1280

OUTAGAMIE

Dairying commands most attention around Seymour. Various kinds of cheese, high grade creamery butter and casein are manufactured. Cabbage and sugar beets are handled at the local factories. Beets and beans are packed at a new and modern canning plant. Seymour has five rural routes.

SEYMOUR PRESS

Circulation

Is it sworn? Yes

Thursday

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, 21½ inches. Columns to page, 7. Body type, 8 on 10. Screen of halftones, 80 or 100. Use Mats? Yes

Established in 1886, this weekly was edited by its founder, H. J. Van Vuren until 1920 when he took into partnership his son, C. A. Van Vuren.

————— B W —————

SHARON, 908

WALWORTH

Dairying leads in this Walworth county community. Editor J. L. Howell says, "This is a farming community with the best land in the world and where good crops can be found every year". Sharon has two rural routes.

SHARON REPORTER

Circulation, 600

Thursday

Messrs. J. H. Phelps and George Ziegans founded this weekly August 29, 1878 and operated the journal till 1889 when they sold the plant to R. B. Howell, who was editor for only one year. Phelps then bought back a half interest from Mr. Howell and six months later Ziegans bought the entire plant, which he conducted till 1907. F. C. Fessenden then edited the paper till 1915 when the present editor bought the plant.

B W

SHAWANO, 3544

SHAWANO

About this town in Shawano county dairying is carried on widely and the product is made into cheese. Considerable lumber is cut nearby and most of this is made either into paper or cheese boxes. Local farmers are finding that their soil is well adapted for alfalfa and potatoes. Paper mill, saw mills and box factories are the principal industries. Shawano has three rural routes.

SHAWANO COUNTY ADVOCATE

Circulation

Tuesday

Advertising rates - display, per inch 22¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21½ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Forty-four years ago this weekly was established. K. M. Phillips was one of the early editors and L. C. Bold published the weekly for a few years. Authentic records of the early period have been lost. The present editor E. J. Scott has been in charge for 23 years. "The Advocate is the only democratic paper in Shawano county and it enjoys a good job printing patronage, which has been built up by good work and by using good newspaper stock".

SHAWANO COUNTY LEADER

Circulation, 2200

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 25¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 120.
Use Mats? Yes.

Advertising representative - American Press Association, New York City.