

SHULLSBURG, 1158

LAFAYETTE

Lead and zinc mining is at the present time the chief mainstay of this Lafayette county town. However, farming is developing every year in the community and hogs, cattle and milk and poultry are important to the entire community. Shullsburg has three rural routes.

SHULLSBURG PICK AND GAD

Circulation, 800

Thursday

Founded in 1881, the Pick and Gad was edited till 1906 by T. J. Law. A. W. Law then conducted it till 1912 and then H. Williams carried it for a year. J. W. Blackstone was editor from 1913 to 19 and A. E. Gratiot from 1919 to 1923. The present editor, A. W. Law assumed charge in 1923.

————— B W —————

SLADES CORNERS

KENOSHA

SLADES CORNER MUGWUMP

Circulation

Thursday

The editor of this weekly is P. J. Sauer.

————— B W —————

SOLDIERS GROVE, 653

CRAWFORD

Lumber and tobacco are shipped in large quantities from this Crawford county town. Soldiers Grove has five rural routes.

KICKAPOO SCOUT

Circulation, 850

Thursday

Founded in 1881, this weekly is edited by A. C. Rasmussen.

————— B W —————

SOUTH MILWAUKEE, 7,598

MILWAUKEE

Steam shovels and dredges, made by the Bucyrus Company, have carried the name of this town to all parts of the world. Its products were used in the construction of the Panama Canal. Cabbages and pickles are canned in South Milwaukee. Malleable iron is produced and electrical fixtures and children's shoes originate in this Milwaukee county town. It is also noted for its wonderful Grant Park public golf course. South Milwaukee has two rural routes.

SOUTH MILWAUKEE JOURNAL

Circulation, 925

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 35¢. Classified, per word 1¢.
Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19½ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

In 1892 T. J. Russell and L. A. Miner printed the first issue of this weekly and they stuck to the job till 1904. Their successor, Frank Atkins, continued for another year; and F. M. Lemmers carried the paper to 1906. The present editor, Fred L. Hook, has been on the ground since 1906.

————— B W —————

SOUTH WAYNE, 290

LAFAYETTE

South Wayne is in the heart of a prosperous farming and dairying section of La Fayette county. About 3,000,000 of cheese are shipped annually from this place. South Wayne has two rural routes.

SOUTH WAYNE HOMESTEAD

Circulation, 500

Is it sworn? No

Thursday

Advertising rates - display, per inch 15¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 inches. Columns to page, 7. Body type, 10 pt. Use Mats? No.

Advertising representatives - American Press Association

In 1905 the first number of this weekly was printed. Its present editor is Harry Hough.

————— B W —————

SPARTA, 4,466

MONROE

Located in Monroe county, where nearly 7,000,000 pounds of butter were produced in 1923, this city calls itself the "Greatest butter producing community in the greatest dairy state". This city has several small factories and industries. Guernsey and Holstein dairy cattle predominate on the local farms. Strawberries and leaf tobacco are grown in this community. Sparta has eight rural routes.