

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.

MONROE COUNTY DEMOCRAT

Circulation, 1986 Is it sworn? Yes. Thursday

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

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Screen of halftones, 85.

Founded in 1861 this weekly is today edited by W.C.B. Showers.

SPARTA HERALD

Circulation, 2011 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 40¢. Classified, per word 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{5}{4}$
inches. Columns to page, 6. Body type, 8. Screen of halftones,
60-80. Use Mats? Yes.

Advertising representatives - Country Newspapers, Inc., New York.

Montgomery & Condit started this Monroe county weekly in 1855, calling it The Sparta Watchman. Lucina M. Rose was editor from 1856 to '58. Then D. M. Bride, who was head till 1866, changed the name to The Herald. Other editors were: W. J. Whipple, 1867-69; McBride Brothers, 1869-1919; R. A. Merrill, 1919-20; J. W. Spradling, 1920-24; J. W. Spradling and Bruce R. McCoy since June 1, 1924.

— B W —

SPENCER, 482

MARATHON

First place goes to dairying. Considerable hay is shipped. A wholesale cheese company has its location here in this Marathon county town. Spencer has three rural routes.

SPENCER RECORD & UNITY REGISTER

Circulation, 450 Is it sworn? Yes. Thursday & Friday

Advertising rates - display, per inch 18¢. Classified, per inch 15¢ net.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. on 10. Screen of halftones, 90 to 100. Use Mats? No.

Advertising Representatives - American Press Association