

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

Established by L. H. Cook in 1914. Purchased by White Printing Company of Marshfield. Sold to E. L. Messer then to L. L. Messer, then to J. W. La Belle, then to E. C. Clark, then to Johnson Messer Company, then to George Rogers and Otis Adams.

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 B W
 

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SPOONER, 2293

WASHBURN

Spooner is a terminal of the Omaha railroad. Hundreds of the local people work for the railroad and this industry means most to the city. The nearby country is noted for its beauty and many tourists are attracted to journey here. Some wood products are made in the local factories. Dairying is the mainstay on the local farms in Washburn county. Spooner has three rural routes.

SPOONER ADVOCATE

Circulation, 1050

Friday

Mrs. Ida May Goss started this weekly in 1900 and conducted for a number of years until it was taken over by F. L. Hamill, who continued as editor till 1922. H. A. Bresse succeeded Hamill as editor, serving in that capacity until last November when the plant was sold to the present owner, E. M. Bardell.

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 B W
 

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SPRING GREEN, 690

SAUK

Dairy products with a preponderance of cheese lead as being the chief products produced in the confines of this town. Canning factories pack a large acreage of beans, tomatoes, beets and sauerkraut. Another large canning factory was erected to help handle the 1925 vegetables of this prosperous Sauk county community. Spring Green has four rural routes.

THE WEEKLY HOME NEWS

Circulation, 1100

Thursday

Advertising rates - display, per inch 22¢. Classified, per line 5¢.  
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 half-tones, coarse. Ust Mats? No.

Advertising representatives - American Press Association, New York City.

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