

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.

 B W

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.

 B W

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.

This weekly was established October 14, 1881, by J. A. Smith as a six column folio and known as The Times. Inside of a month Smith changed the name to the Spring Green News and when he started his second volume he enlarged the paper, making it a 7 column folio. P. W. Meehan took over the editorial job in 1882 and continued for 6 years. He enlarged it to a 8 column paper and changed the name to its present form. W. R. Purdy, now senior partner, became owner and he increased the size of the paper still further, making it first a 6 column quarto and then a 7 column quarto.

 B W

SPRING VALLEY, 939

PIERCE

Spring Valley is the center of a very prosperous dairy community. A cow testing association, cooperative livestock shipping association, large creamery and cheese factories are located here. There is also an iron foundry and machine shop. Spring Valley has four rural routes.

SPRING VALLEY SUN

Circulation, 1838

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 35¢. Classified, per word 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.

Founded in 1892, The Sun was edited by its founder, T. F. Rostad, until 1895. Chas. Lowater, who then took charge, has been editor ever since. The subscription list of The Sun is essentially rural.

 B W

STANLEY, 2577

CHIPPEWA

Stanley institutions, in 1924, canned 7,236,000 cans of peas; 1,150,000 cans of sauerkraut, manufactured 425,000 battery boxes, 304,000 cheese boxes, 392,000 pounds of butter, 220,000 pounds of cheese, 6,516 gallons of ice cream. Their labor bill for the same period was \$250,000. Stanley is located in Chippewa county near the Clark county line. Stanley has four rural routes.

STANLEY REPUBLICAN

Circulation, 1600

Is it sworn? Yes

Friday

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, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.
