

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.
