

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.

In 1896 W. H. Bridgman founded this weekly and he has edited it ever since.

_____ B W _____

STRATFORD, 1,014

MARATHON

The local saw mill cuts 8,000,000 feet of lumber annually, and employs 200 men. This industry supports the majority of local families. Cheese, hay and peas are also exported from this Marathon county town. Stratford has four rural routes.

STRATFORD JOURNAL

Circulation, 900

Is it sworn? Yes.

Friday

Advertising rates - display, per inch 30¢. Classified, per inch 70¢.

Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 on 10. Screen of half-tones, 60-80. Use Mats? No.

In 1918 this weekly was established. Its present editor is George E. Chrouser.

_____ B W _____

STURGEON BAY, 4,553

DOOR

The cherry industry of this Door county section is famous throughout the Middle West. The scenic beauties of the vicinity attract thousands of tourists yearly as do the fishing opportunities. Dairying is a great asset, as is the quarrying of lime stone. Sturgeon Bay has four rural routes.

DOOR COUNTY NEWS

Circulation, 2800

Thursday

Advertising rates - display, per inch 30. Classified, per inch _____.

Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of half-tones, 85. Use Mats? No.

Every week 2800 copies of the News are distributed and 300 copies are sent beyond the county confines. E. M. La Plant established this weekly July 1, 1914 and is still president of the Door County News, Inc.