

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.

DOOR COUNTY ADVOCATE

Circulation, 3,250

Is it sworn? Yes.

Friday

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 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. on 9. Screen of halftones, £20. Use Mats? No.

Advertising representatives - American Press Association.

Joseph Harris struck off the first issue of this Sturgeon Bay weekly March 22, 1862. He continued as editor till 1875. Frank Long, the second pilot, then took charge and was active till December 26, 1912. From 1913 to July 25, 1918, D. S. Long was editor. The present editors, Messrs. Harris and Sanderson, took over The Advocate, August 21, 1918, consolidating it with the Door County Democrat.

B W

SUN PRAIRIE, 1,236

DANE

The canning factory is Sun Prairie's chiefest asset. Porcelain products are manufactured here and this promises to be an important industry. The creamery takes care of the milk produced by the local farmers who practice diversified farming to a considerable extent. Much tobacco is exported from this Dane county town. Sun Prairie has three rural routes.

SUN PRAIRIE COUNTRYMAN

Circulation, 925

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢.
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. Use Mats? No.

Charles S. Crosse, of Stoughton, founded the Countryman November, 1877, and continued to edit it till 1889. Then W. S. Hidden assumed charge. W. R. Dunphy and George Bull took over the management, the latter sold his share to F. G. Fuller about 1902. T. G. Stone, the present editor bought Fuller's share, 1905, and Dunphy's in 1907.

B W

TAYLOR, 313

JACKSON

General farming and tobacco raising command sole attention in this Jackson county community. Taylor has three rural routes.