

VESPER CENTER

Circulation, 500 Is it sworn? No. Thursday

Advertising rates - display, per inch 20¢. Classified, per line 10¢. 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, 80. Use Mats? No.

Advertising representatives - American Press Association, New York.

Founded October 1, 1911 by Elmer Trickey, this weekly has never changed hands.

_____ B W _____

VIOLA, 899

VERNON

Is situated in the heart of the scenic Kickapoo Valley. Viola is the center of this prosperous section which is devoted chiefly to dairying. Many cheese factories and creameries supply a market for the tons of milk produced. Pure bred livestock is a big factor in the success of the farmers. Tobacco raising is an important crop in this section and a large warehouse furnishes employment for men and women in the sorting and packing of this crop. Hardwood lumber, livestock, butter, cheese, tobacco and slippery elm bark are shipped from Viola. Viola has four rural routes.

VIOLA NEWS

Circulation, 1924 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 30¢. Classified, per line 5¢. 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? No.

Advertising representative - American Press Association, New York City.

Cliff M. Wells, who established The News in 1890, edited it for four years. Frazier & Frazier, who then assumed charge, continued to 1911 when the present editor, W. B. Van Winter, came on the scene.

_____ B W _____

VIROQUA, 2574

VERNON

The principal industry in Vernon county is tobacco raising; some years the returns from this single crop for the entire county reach the five million dollar mark. Vying with it for popularity is the dairy business; the Viroqua creamery last year alone did a business of more than a million dollars. This is a cooperative organization. Viroqua has eight rural routes.

Circulation, 4200 VERNON COUNTY CENSOR Wednesday
Is it sworn? Yes.

Advertising rates - display, per inch 50¢. 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, 80.
Use Mats? Yes.

Advertising representatives - American Press Association, New York City.

Daniel Priest edited the first numbers of this newspaper which was established in 1856. Other editors were Colonel Henry Casson and Colonel O. G. Munson, the latter served from 1880 to 1920. Harlow E. Goldsmith has been editor since 1920.

————— B W —————

WABENO, 2388

FOREST

Potato growing and general farming are carried on around this town.
Lumber and shingle mills are located here.

WABENO ADVERTISER

Circulation

The Advertiser was established in 1898. It has recently been revised by J. W. Norris.

————— B W —————

WALWORTH, 757

WALWORTH

Dairying is the chief industry of this Walworth county community. A large milk condensary also flourishes here, taking care of the local milk products. Cement blocks and FISH ROTARY ovens, used in big bakeries throughout the United States, are made here. The place is also a summer resort because of the resort near Geneva Lake. There is a great deal of tourist trade in this community. Walworth has three rural routes.

WALWORTH TIMES

Circulation, 600 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 25¢. 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, 80 to 100.
Use Mats? No.

Advertising representatives - American Press Association, New York City.