

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.

Established October 27, 1904 by G. W. Savery and J. M. Aldne, the Times has had a varied career. During March, 1905, it was sold to W. A. McAfferty and in September of that year, the Times Printing Company was formed and this organization conducted the paper to March 15, 1906, when it was sold to Morrissey Brothers. On October 1, 1906, the Times was purchased by H. E. Miles, who in turn sold to F. J. Perrin December 26, 1907. J. W. Haughton was Perrin's partner until May 20, 1909 when he took over the entire organization. G. S. Easton took over the paper October 15, 1913 and George W. Sowles purchased the plant and paper March 21, 1915. When Mr. Sowles died June 21, 1917, Mrs. Sowles assumed editorship and conducted the Times till September 20, 1919, when the present editor, Frank J. McCay, came on the scene.

B W

WASHBURN, 3,707

BAYFIELD

E. I. Du Pont Company, manufacturers of explosives, own this Bayfield county town's most important industry. Other important industries are the Excelsior Products Company, and North Western Fuel Company. Diversified farming is practiced extensively in the section. Fruit growing is coming to the fore on many farms. Located on the Chequamegon Bay, an arm of Lake Superior, the city has one of the finest deep rock ribbed harbors to be found on the entire chain of lakes. Washburn has two rural routes.

WASHBURN TIMES

Circulation, 1850

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 25¢. Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2 %.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 7. Use Mats? Yes.

April, 1894, is the date John A. Monger struck off the first number of this weekly at Iron River, Wisconsin, where it was published for one year. Then it was purchased by J. E. Jones and moved to Washburn. Jones continued as its editor until 1905, since which time W. A. Robinson has been its editor. The paper was purchased by Mr. Robinson in 1918, and in 1924 he purchased the Washburn News & Itemizer which was consolidated with the Times.

B W

WATERFORD, 668

RACINE

Located in southern Wisconsin this Racine county village is in the center of a rich farming community. It is a poultry raising center, but dairying also occupies a prominent place in the local agriculturist's rotation. The summer resorts attract many. Waterford has one rural route.