

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.

WATERFORD POST

Circulation

Thursday

Advertising rates - Classified, per inch 25¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches.
Columns to page, 7. Screen of halftones, 85 - 120. Use Mats? No.

C. Whitman founded The Post November 21, 1877. Succeeding editors were Ed. Malone and J. D. Roberts. Miller and Merrill are the present editors.

B W

WATERLOO, 1,263

JEFFERSON

This Jefferson county community is located in the center of a well known stock and grain growing district. A strong Farmers' Cooperative is located here. Waterloo is also noted for the Firemans' Park which attracts people from nearby states. Waterloo has three rural routes.

WATERLOO COURIER

Circulation, 1500

Is it sworn? No.

Thursday

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, 20 inches.
Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.
Use Mats? No.

Advertising representative - Wisconsin Press Association

This Jefferson county weekly is today owned by J. Lewis White and edited by Exilda Hackett White.

B W

WATERTOWN, 9,299

DODGE

Situated on Rock River, this Dodge county town is favored with abundant water power that is used by many local industries. A rich agricultural section is in this territory. Watertown has ten rural routes.

WATERTOWN GAZETTE

Circulation, 700

Thursday

Founded in 1879, this Dodge county newspaper is today edited by James W. Moore.