

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.