

WEST BEND, 3,378

WASHINGTON

West Bend has fourteen diversified major industries employing approximately 1200 people, - the products being leather goods, aluminum products, wagons and sleighs, automotive equipment, barn equipment and farm machinery, canned peas and condensed milk. The A & P condensary, the largest single unit condensary in the world is located here. West Bend has seven rural routes.

WEST BEND PILOT

Circulation, 1950

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{3}{4}$  inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 70.  
Use Mats? No.

Founded in 1892, the paper was edited by its first editor, C. E. Robinson, for two years. Then D. T. Keeley served four years, and in 1898 H. B. Kaempfer started his term of service. He is still editor and publisher.

WEST BEND NEWS

Circulation, 2450

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch 35¢. Classified, per line 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21 $\frac{3}{4}$  inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100.  
Use Mats? Yes.

In the spring of 1855 R. B. Wentworth founded this weekly. During the following year he relinquished the editorial chair; Josiah T. Farrar took charge and continued to 1861. Succeeding editors have been: Ed. P. Kellogg, Jacob Mann, Erastus W. Root and Charles D. Waldo - these held down the post during the turbulent period, 1861 - 66. Then followed Paul A. Weil and Abraham L. Baer, 1866-75; William Walters, 1875-80; Michael Bohan, 1880-84; E. Aug. Runge, 1884-86; Walter Wittman, 1886-92; Arthur Franckenberg, 1892-1902; Jos. F. Huber, 1902-1923; and the present editor, Jos. J. Huber from 1923.

B W

WESTBY, 1,228

VERNON

Tobacco and honey are both shipped in large quantities, from this Vernon county town. Westby has five rural routes.

WESTBY TIMES

Circulation, 1500

Is it sworn? Yes.

Wednesday

Advertising rates - display, per inch 30¢. Classified, per line 10¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 23 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

J. T. Hage edits this weekly that first came off the press in 1900.

————— B W —————

WESTFIELD, 858

MARQUETTE

A general farming district lies about this Marquette county town, and the local farmers do their trading in Westfield. Potatoes, grain, live stock and dairy products are exported by the farmers. The town is neat and clean; it has over a hundred drinking fountains furnishing the best of water. The local American Legion band, composed of 35 pieces, is rated as the second best American Legion band in the state. It furnishes concerts weekly in the Westfield square. Westfield has a large cooperative creamery which averaged 9803 pounds weekly last year. It has a state fish hatchery, hatching about 800,000 Brook and German Brown trout this year. It also has a \$100,000 corporation known as the Westfield Silica Company which is quarrying sandstone at the bluff north of the village. Westfield has four rural routes.

WESTFIELD CENTRAL UNION

Circulation, 925

Is it sworn? No.

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, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

S. D. Forbes established this weekly in 1877 and continued to edit it till 1910. For the next five years S. E. Hicks served, and then came H. E. Colton who was in charge till 1917. Martin Madson, the next editor headed the paper till 1919, and J. C. Harris then carried it for one year. George E. Fuller has been editor since 1920.