

WEST SALEM, 1,027

LA CROSSE

The West Salem Cooperative Creamery, representing an investment of \$67,000 produced in 1925, 1,312,893 pounds of butter. It has 422 patrons and is a success in every way. A large canning factory is in this La Crosse county town. Pure bred live stock composed of Guernsey and Holstein cattle, Poland China, Duroc Jersey and Chester White hogs are sent to outside breeders annually. West Salem was the home of Hamlin Garland for many years and lies in the heart of a good farming region. West Salem has three rural routes.

NONPAREIL JOURNAL

Circulation, 785

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 20%. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, $19\frac{7}{8}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 133. Use Mats? No.

A consolidation of the West Salem Journal and the West Salem Nonpareil in February, 1900, by D. Trimbell formed the Nonpareil Journal. G. W. Garlock has been editor since 1914 and he controls the stock at the present time. The early Journal was established in 1886 and the Nonpareil in 1895.

 B W

WEYAUWEGA, 988

WAUPACA

This town is in a general farming section. It has flour, saw, and planing mills. Potatoes, grain, fruit and stock are raised here. Weyauwega has four rural routes.

WEYAUWEGA CHRONICLE

Circulation, 1088

Is it sworn? No.

Wednesday

Advertising rates - display, per inch 25%. Classified, per inch 45%. Agency commission, None.

Mechanical requirements - width of column, 13 ems. Depth of column, $19\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Use Mats? No.

March 17, 1877 this weekly was established. Its present editor is A. J. Rieck.
