

WHITEHALL, 851

TREMPEALEAU

This town is in a farming section. It has flour mills and a creamery. Whitehall has four rural routes.

WHITEHALL TIMES

Circulation, 1650

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, 21½ inches. Body type, 8 pt. Use Mats? No.

Advertising representative - American Press Association, New York City.

F. E. Beach and S. B. Nichols are editors of this weekly that was established in 1859.

B W

WHITEWATER, 3,215

WALWORTH

Dairy products lead in this Walworth county town. Brick and tile are made in large quantities. Raincoats are also manufactured. Whitewater has five rural routes.

WHITEWATER PRESS

Circulation, 1400

Is it sworn? No.

Thursday

Advertising rates - display, per inch 40¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19¾ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representatives - American Press Association, New York City.

The Whitewater Press Company, now incorporated, founded the Press in January 1924. F. R. Bloodgood has edited it ever since.

WHITEWATER REGISTER

Circulation, 1741

Thursday

Robert K. Coe is the publisher of this weekly founded in 1857.