DAIRY MARKET REPORTER

Circulation, 1122 Is it sworn? Yes Saturday

Advertising rates - display, per inch 45%. Classified, per word, 1c.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 2-1/6". Depth of column, 19-5/7".
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? Yes.

Founded in 1876 by the W. Thomas family. Purchased in 1925 by
the Perry Brothers. Devoted entirely to the cheese trade and markets. Cir-
culation is over entire state.

B W

SHELL LAKE, 920 WASHBURN

Farming supports this Washburn county town to a very large extent.
Its lakes also attract many visitors during the summer and provide an addi-
tional source of income. Shell Lake has three rural routes.

WASHBURN COUNTY REGISTER

Circulation, 1125 Is it sworn? Yes Saturday

Advertising rates - display, per inch 20c. Classified, per line 10c.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20
inches. Columns to page, 6. Body type, 10 pt. Screen of half-
tones, 45. Use Mats? No.

This Shell Lake weekly was founded in 1889. Its first editor was
Bert Pease and he was followed by Bond & Kitchen. Before the first year
was over, Andrew Ryan bought it and published it until January 1, 1920.
His successor, Roger Ryan is the present editor.

B W

SHIOCTON, 501 OUTAGAMIE

Farming of the neighborhood supports this Outagamie county town.
Shiocton has three rural routes.

SHIOCTON NEWS

Circulation, 1220 Friday

F. A. Colburn edits this Outagamie county weekly founded in 1897.