WAUPACA COUNTY POST

Circulation, 2875

Is it sworn? Yes.

Advertising rates - display, per inch 35%. Classified, per inch 50%. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 120.

Use Mats? Yes.

Founded in 1853 the Post is now conducted by a cooperative association in which every worker is a stockholder. All are natives of Waupaca and are heads of families. D. F. Burnham is manager and editor.

WAUPACA COUNTY NEWS

Founded in 1921 by Robert H. Wright, who is the present publisher.

B W

WAUPUN, 4,440

Surrounded by a fertile farming country in Fond du Lac and Dodge county, Waupun also has diverse industries. The state prison and Central State Hospital for Criminal Insane are located here. Waupun has four rural routes. There are also, two hosiery concerns, two windmill factories, a hemp mill, a shoe factory, large vulcanizer factory, condensery, can factory and umbrella factory.

WAUPUN LEADER

In conjunction with which is published The Waupun News.

Circulation, 1810

Is it sworn? Yes.

Advertising rates - display, per inch 35%. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.


Use Mats? Yes.

G. W. Greene, edits this Dodge county weekly which was founded in 1866.

B W

WAUSAU, 22,000

Waupun is the county seat of Marathon county and metropolis of the Wisconsin river valley. It is the center of the largest electrical energy producing area in the state. Its industries are greatly diversified, manufacturing everything from toothpicks to bridge and structural iron. Waupun is a center of vast granite industry and agricultural and dairying region. It is a city of home owners, 80% of the people here owning their own residences. Waupun has seven rural routes.

MARATHON
WAUSAU PILOT

Circulation, 1800

Mechanical requirements - columns to page, 6. Width of column, 13 ems.
Depth of column, 20 inches.

The Wausau Pilot was founded in 1865 by Valentine Ringle who conducted it until 1880 when it was purchased by E. B. Thayer who combined it with the Review. For many years it was published as The Pilot-Review. Later the name "Review" was dropped from the mast head. E. B. Thayer continued as the editor and publisher until 1920 when the Pilot Printing and Publishing company was incorporated and took over the entire Pilot printing plant. E. B. Thayer, Jr., was the editor until 1923 when Otto J. Kreuger came to the paper. He remained until April, 1925 when Bert E. Walters took over the job. E. B. Thayer, Jr., is president and business manager of the company.

WAUSAUKEE, 1,563

Farming with dairying as its mainstay is most important to this Marinette county town.

WAUSAUKEE INDEPENDENT

Circulation, 1240

Advertising rates - display, per inch 25%. Readers, per line, 5%. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.


George E. Bogrand edits this weekly that was founded in 1895.

WAUTOMA, 1,046

This town is in a farming section in Waushara county. Wautoma has six rural routes.

WAUSHARA ARGUS

Circulation, 1800

Is it sworn? Yes.
Advertising rates - display, per inch 30%. Classified, per line 5%. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 3/16 inches.
Columns to page, 6. Body type, 8 pt. Screen of halftones, 60 to 120. Use Mats? No.