

MADISON, 50,000

DANE

Industries of importance on the east side of Wisconsin's capital city include Burgess Laboratories, French Batteries, Mayer Packing Company, Madison-Kipp Lubricating Equipment, Scanlon Morris Hospital Equipment and the Madison Plow Works. Madison has seven rural routes.

EAST SIDE NEWS

Circulation, 1600

Is it sworn? No

Thursday

Advertising Rates - Display, per inch 35¢. Classified, per word 1¢. Agency commission, 15%.

Mechanical requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Marshall F. Browne founded this weekly December 4, 1924.

 B W

MANAWA, 727

WAUPACA

Here, too, dairying leads. The Borden Milk Company, operating a large condensary, in this Waupaca county town, pays on the average, \$50,000 a month to local farmers. A flour mill, a pickle factory, and a cement block manufacturing plant are located here. Local farmers have found pure bred cattle and hogs profitable and are developing both to be community mainstays. Manawa has four rural routes.

MANAWA ADVOCATE

Circulation, 800

Is it sworn? No.

Thursday

Advertising rates - display, per inch 20¢ and 25¢. Classified, per line 5¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19-7/8 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 85-100. Use Mats? No.

C. D. McFarland, who founded the Advocate in April, 1895, continued to edit it to July, 1896. His successor, C. P. Smith, served for only five months. Since this latter time A. C. Walch has been the editor.

 B W

MANITOWOC, 17,563

MANITOWOC

Diversified industries hold forth in this city. It is in the heart of a section that produces aluminum products. Manitowoc has seven rural routes.
