

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.

MANITOWOC PILOT

Circulation ----

Thursday

E. S. Crowe is the editor of this Manitowoc newspaper which was organized in 1859.

----- B W -----

MARATHON, 670

MARATHON

This community in Marathon county owes much of its greatness to dairying. Most of the milk is made into butter and cheese. Some lumber is cut around Marathon and on a number of farms the raising of ginseng has been developed. Fox farming is another industry that is finding a place near Marathon. Marathon county leads the state in the number of farms. Marathon has three rural routes.

MARATHON TIMES

Circulation, 950

Thursday

Advertising rates - display, per inch 25¢. Classified, per line 10¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - Width of column, 13 ems. Depth of column, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80. Use Mats? No.

Advertising Representative - American Press Association.

C. A. Leicht, present editor of The New Lisbon Times-Argus founded this country weekly in 1909 and edited it for two years. Mr. Manning, the second editor, continued to 1919 and then Frank Lueschen served for two years and his successor, E. W. Peterson was in charge only to 1923 when Omar Amundson came on the job. Alex P. Gertchen is now the publisher.

----- B W -----

MARION, 875

WAUPACA

Saw mills and a furniture factory are located in this rural center. Marion has three rural routes.

MARION ADVERTISER

Circulation, 500

Friday

Founded in 1895, this Waupaca county newspaper is today edited by Elmer Byers.
