

OCONTO, 4920

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Lumbering is well developed in this section of Oconto county, having been started here nearly 75 years ago. Two large saw mills are, today, sawing cuts that aggregate nearly 30 million feet yearly. This supplies midwestern and eastern markets. The hardwood flooring plant is one of the most modern and up-to-date to be found in the entire county. Fishing and a pickle factory are industries of note to this Oconto county community, as is the knit-sweater coat factory and veneer plant. Oconto has three rural routes.

OCONTO COUNTY REPORTER

Circulation, 3530

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 40¢. Classified, per word 1¢, minimum 25¢. Agency commission, 15%. Cash discount, 2%.

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

Founded November 1871, this weekly has had a large number of editors. A. R. Bradury, its founder, edited it only for one half year. Subsequent editors have been A. Reinhardt, 1872 to March, 1872; H. W. Giekey, to August 3; A. Reinhardt to August 31; O. F. Trudell, to October 19; A. Reinhardt, to September 20, 1873; C. S. Hart, July 1881; Captain P. H. Swift, C. S. Hart, J. H. Waggoner. Since November 10, 1900, W. M. Combstock has been in control. During the last five years the Reporter has absorbed The Oconto Enterprise, Oconto, Oconto Enquirer, Suring Sun of Suring, and the Pulaski Herald of Pulaski. D. L. Buckles is now editor and manager.

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OCONTO FALLS, 2300

OCONTO

First place among the noted industries goes to the Falls Manufacturing Company which is one of the largest paper factories in the state. However, the dairy industry ranks close to it as an asset to Oconto Falls. A large canning factory is helping the local farmer of this community. Oconto Falls has two rural routes.

OCONTO FALLS HERALD

Circulation, 1460

Is it sworn? Yes.

Thursday

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

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 8 pt. Screen of halftones, 80 to 100. Use Mats? Yes.

R. F. Smith has edited this weekly since its founding in 1899. Several changes in ownership have taken place in this long period.