

PEPIN, 555

PEPIN

Commercial fishing is one of the most valuable assets to the community. Clamming in the local streams is done on a large scale. Agriculture, with a preponderance of dairying, is very important to the town. Local farmers are going in for stock and poultry raising, too. Pepin has three rural routes.

PEPIN HERALD

Circulation, 600

Is it sworn? No.

Thursday

Advertising rates - display, per inch 15¢, (5¢ additional for composition).
Classified, per inch 30¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 17 $\frac{3}{4}$ inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 60 to 100. Use Mats? No.

Founded on February 13, 1908, by Lloyd A. Axtell, this paper has been edited by its founder ever since.

 B W

PESHTIGO, 1440

MARINETTE

This community, located in the heart of a good farming section, is noted far and wide for its summer outdoor attractions. Peshtigo has three rural routes.

PESHTIGO TIMES

Circulation, 1225

Thursday

Founded in 1893 this Marinette county weekly is operated by V. L. Dahlen.

 B W

PHILLIPS, 1973

PRICE

This Price county town is noted first for its lumbering and second for its box factory. Farming is also important, and in the local program it is marked with a preponderance of dairying. Phillips has three rural routes.

PHILLIPS BEE

Circulation 800

Thursday

The Bee was established by George J. Osterman in 1884. George R. Foster, the present owner and editor, bought the establishment from J. H. Waggoner in September, 1905.

PHILLIPS TIMES

Circulation, 800

Saturday

During December 1876, the first number of the Times was struck off. Its founder, F. W. Sackett edited it till 1913 when he was succeeded by the present editor, George E. Sackett.

B W

PITTSVILLE, 504

WOOD

A cheese and butter factory are located in this community of Wood county. Farming, especially, cabbage growing, and dairying is carried on in this Wood county town. Pittsville has three rural routes.

PITTSVILLE RECORD

Circulation, 836

C. E. McKee edits this weekly that was founded in 1883.

B W

PLAINFIELD, 680

WAUSHARA

Farming, with a preponderance of dairying, leads in the Plainfield area in Waushara county. Local farmers have been raising many acres of potatoes, but they are gradually working into pure bred live stock and alfalfa. Plainfield has four rural routes.

PLAINFIELD SUN

Circulation, 1050

Is it sworn? No.

Friday

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, 19 $\frac{3}{4}$ inches. Columns to page, 6. Body type, 9 pt. Screen of halftones, 80 to 100. Use Mats? No.

About eight years ago this weekly was bought by its present owner, W. H. Fields, from Johnson and Fields. It is 43 years old and was operated by L. W. Chapman for about 35 years.