

DAIRY MARKET REPORTER

Circulation, 1122

Is it sworn? Yes

Saturday

Advertising rates - display, per inch 45¢. Classified, per word, 1¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 2-1/8". Depth of column, 19-5/7".
Columns to page, 6. Body type, 8 pt. Screen of halftones, 100.
Use Mats? Yes.

Founded in 1876 by the W. Thomas family. Purchased in 1925 by the Perry Brothers. Devoted entirely to the cheese trade and markets. Circulation is over entire state.

————— B W —————

SHELL LAKE, 920

WASHBURN

Farming supports this Washburn county town to a very large extent. Its lakes also attract many visitors during the summer and provide an additional source of income. Shell Lake has three rural routes.

WASHBURN COUNTY REGISTER

Circulation, 1125

Is it sworn? Yes.

Saturday

Advertising rates - display, per inch 20¢. Classified, per line 10¢.
Agency commission, 15%. Cash discount, 2 %.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 45. Use Mats? No.

This Shell Lake weekly was founded in 1889. Its first editor was Bert Pease and he was followed by Bond & Kitchen. Before the first year was over, Andrew Ryan bought it and published it until January 1, 1920. His successor, Roger Ryan is the present editor.

————— B W —————

SHIOCTON, 501

OUTAGAMIE

Farming of the neighborhood supports this Outagamie county town. Shiocton has three rural routes.

SHIOCTON NEWS

Circulation, 1220

Friday

F. A. Colburn edits this Outagamie county weekly founded in 1897.