

WAUKESHA, 12,558

WAUKESHA

Spring water, of the very best kind, has aided in making this town famous. However, its chief industry is dairying. Other important products that have "Waukesha" labeled on them are gasoline engines, church furniture and aluminum products, aeroshade, porch furniture, malted milk. Waukesha has nine rural routes.

WAUKEHSA FREEMAN

Circulation, 1500

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 35¢. Classified, per line 6¢. Agency commission, 15%.

Mechanical requirements - width of column, 13½ ems. Depth of column, 20¼ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100 to 120. Use Mats? Yes.

Advertising representatives - Luch E. Strong, 259 South Street.

S. N. Cullator founded in 1859 but edited it only for one year. His successor, L. B. Wright, served for ten years and then Reid and Nick Smith were editors till 1872. T. W. Haight edited the Freeman for several years and in 1873 H. M. Youmans took charge and continued as publisher and editor to the present day. Mr. Haight continued to do editorial writing on the Freeman for a number of years after Mr. Youmans became proprietor.

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WAUNAKEE, 560

DANE

Farming is most important in this Dane county community. Novelities are made here. Waunakee has three rural routes.

WAUNAKEE TRIBUNE

Circulation, 650

In 1911 this weekly was established. Its present editor is A. A. Roessler.

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WAUPACA, 2,839

WAUPACA

Good dairy cows are helping to make Waupaca famous. Potatoes, rye, cucumbers, butter and cheese are exported from this community. Waupaca grade Holstein and Jersey cattle are in great demand. There are 53 cheese factories in Waupaca county. Waupaca has seven rural routes.