

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.

_____ B W _____

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.

WAUPACA COUNTY POST

Circulation, 2875 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Classified, per inch 50¢. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 120. Use Mats? Yes.

Founded in 1853 the Post is now conducted by a cooperative association in which every worker is a stockholder. All are natives of Waupaca and are heads of families. D. F. Burnham is manager and editor.

WAUPACA COUNTY NEWS

Founded in 1921 by Robert H. Wright, who is the present publisher.

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WAUPUN, 4,440

DODGE-FOND DU LAC

Surrounded by a fertile farming country in Fond du Lac and Dodge county, Waupun also has diverse industries. The state prison and Central State Hospital for Criminal Insane are located here. Waupun has four rural routes. There are also, two hosiery concerns, two windmill factories, a hemp mill, a shoe factory, large vulcanizer factory, condensary, can factory and umbrella factory.

WAUPUN LEADER

In conjunction with which is published The Waupun News.

Circulation, 1810 Is it sworn? Yes. Thursday

Advertising rates - display, per inch 35¢. Classified, per word 1¢. 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 6 and 8 pt. Screen of halftones, 55-85. Use Mats? Yes.

G. W. Greene, edits this Dodge county weekly which was founded in 1866.

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WAUSAU, 22,000

MARATHON

Wausau is the county seat of Marathon county and metropolis of the Wisconsin river valley. It is the center of the largest electrical energy producing area in the state. Its industries are greatly diversified, manufacturing everything from toothpicks to bridge and structural iron. Wausau is a center of vast granite industry and agricultural and dairying region. It is a city of home owners, 80% of the people here owning their own residences. Wausau has seven rural routes.