

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.