

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.

_____ B W _____

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.

_____ B W _____

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.

WAUSAU PILOT

Circulation, 1800

Thursday

Mechanical requirements - columns to page, 6. Width of column, 13 ems.
Depth of column, 20 inches.

The Wausau Pilot was founded in 1865 by Valentine Ringle who conducted it until 1880 when it was purchased by E. B. Thayer who combined it with the Review. For many years it was published as The Pilot-Review. Later the name "Review" was dropped from the mast head. E. B. Thayer continued as the editor and publisher until 1920 when the Pilot Printing and Publishing company was incorporated and took over the ~~entire~~ Pilot printing plant. E. B. Thayer, Jr. was the editor until 1923 when Otto J. Kreuger came to the paper. He remained until April, 1925 when Bert E. Walters took over the job. E. B. Thayer, Jr., is president and business manager of the company.

 B W

WAUSAUKEE, 1,553

MARINETTE

Farming with dairying as its mainstay is most important to this Marinette county town.

WAUSAUKEE INDEPENDENT

Circulation, 1240

Saturday

Advertising rates - display, per inch 25¢. Readers, per line, 5¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches.
Columns to page, 6. Body type, 8 pt. Use Mats? Yes.

Advertising representative - American Press Association, New York City.

George E. Bogrand edits this weekly that was founded in 1895.

 B W

WAUTOMA, 1,046

WAUSHARA

This town is in a farming section in Waushara county. Wautoma has six rural routes.

WAUSHARA ARGUS

Circulation, 1800

Is it sworn? Yes.

Thursday

Advertising rates - display, per inch 30¢. 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, 8 pt. Screen of halftones, 60 to 120.
Use Mats? No.
