

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.

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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.

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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.

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The Argus was founded at Pine River in 1859 by D. H. Pulcifer, who moved it to Wautoma within about two months. Before the end of the year, he sold to J. W. Rist and Company and it was conducted by Mr. Rist and W. C. Webb for about two years, then it was purchased by Stowers and Lockerby. About 1865, the Argus was purchased by Munroe and Potter, the latter selling to Munroe after a few year's experience. About 1880, R. J. T. Ellarson purchased the Argus and, some time prior to 1900, sold a half interest to W. H. Barray, who later bought out his partner. They conducted the Argus to 1916 and then sold to T. M. Risk, who edited the weekly till 1923 when R. W. Harmon, the present editor, purchased the establishment.

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WAUWATOSA, 5,818

MILWAUKEE

Located only five miles west of Milwaukee in Milwaukee county, this town has several good-sized industries. Wauwatosa has two rural routes.

WAUWATOSA NEWS

Circulation, 1100

Thursday

C. L. Benoy publishes this weekly which was founded in 1899.

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WAUZEKA, 479

CRAWFORD

Dairying and stock raising score first. Cheese boxes and axe handles are made here. A large quantity of butter, cheese, pickles, honey, poultry, and tobacco are shipped from this Crawford county town. Wauzeka has two rural routes.

WAUZEKA CHIEF

Circulation

Is it sworn? No.

Thursday

Advertising rates - display, per inch 20¢. Classified \_\_\_\_\_. Agency commission, 15%.

Mechanical requirements - width of column, 13 ems. Depth of column, 20 inches. Columns to page, 6. Body type, 10 pt. Screen of halftones, 80. Use Mats? No.

Harry C. and Nellis S. Craig edit this weekly that was established in 1894.

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