

RIB LAKE, 1020

TAYLOR

Sawmilling leads here. Farming is next in importance. The mill of the Rib Lake Lumber Company runs day and night. The company owns enough timber to supply the mill for the next 10 years. They employ about 800 men. One other sawmill and a creamery are located here. The creamery's business last year was over \$200,000. Numerous lakes and streams make this the ideal country for the tourist and sportsman. Rib Lake has one rural route.

RIB LAKE HERALD

Circulation, 580

Is it sworn? Yes

Friday

Advertising rates - display, per inch 20¢. Classified, per word 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 inches. Columns to page, 6. Body type, 8 and 10. Screen of halftones, 100. Use Mats? No.

Advertising representatives - American Press Association, New York.

John J. Voemastek is the editor of this weekly founded in 1897. He has owned and edited it with the exception of about three years when it was run by his brother, Charles J. Voemastek, and E. P. Scherer.

B W

RICE LAKE, 4457

BARRON

Rice Lake is the wholesale and retail trade center of a large area lying between Chippewa Falls and Superior, and from Park Falls to the Minnesota line. Lumber industries support about 300 families. Thousands of tourists enter Vacation Land here each year. Julian C. Smith of Chicago is building a \$50,000 summer home and President Chas. Pearce of the Palm Olive Company a \$75,000 summer home with terrace gardens near this city. There is a large creamery in the city, a cheese factory is being opened, and cheese warehouses are handling large amounts of cheese manufactured in this vicinity. Railroads support 75 families and about 50 traveling salesmen live here. Rice Lake has six rural routes.

RICE LAKE CHRONOTYPE

Circulation, 2750

Is it sworn? Yes

Wednesday

Advertising rates - display, per inch 35¢. Classified, per inch 45¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 60 or 80 line. Use Mats? Yes.