

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.

The Chronotype, the oldest paper in Barron county, was gotten out on an old hand press, September 9, 1874 by C. W. Carpenter and W. L. Abbott, the latter leaving in a few months because "Rice Lake had no future". A. Dewey, cousin of Admiral Dewey, came in 1875 and stayed one year and founded the Barron County Shield at Barron. Succeeding editors and publishers of the Chronotype were Charles Nunn, Fread Peachman, Charles F. Bone Company, P. H. Swift, H. M. Hilliker, E. N. Bowers, E. C. McClelland, R. C. Peck, August F. Ender and Warren D. Leary. Some of these men after publishing the Chronotype established other papers in Rice Lake. Ender is the present editor and W. D. Leary the business manager.

B W

RICHLAND CENTER, 3409

RICHLAND

Primarily a dairy community is this Richland County town. The Carnation condensary can handle 150,000 pounds of milk daily and it employs about 40 people. Cheese ranks first as a community asset. Hardwood lumber, cheese boxes and veneers also furnish considerable revenue. Richland Center has three rural routes.

RICHLAND CENTER REPUBLICAN-OBSERVER

Circulation, 2200 Is it sworn? Yes. Thursday

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

Mechanical requirements - width of column, 13 ems. Depth of column, 21- $\frac{3}{4}$ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 100. Use Mats? Yes.

Advertising representatives - American Press Association, New York.

November, 1855 was the lead-off date for this weekly newspaper, with Israel Sanderson as the founder; he served till 1858. Up to 1864, J. Walworth was in charge; J. H. Waggoner carried it till 1866. Three men, J. Walworth, W. M. Fogo and J. M. Hopkins, had charge from 1866 to 1876; and C. H. Smith and G. L. Laus were editors for one year. Subsequent directors were J. H. Waggoner, George D. Stevens, W. M. Fogo, S. W. Fogo has been editor since 1904. The present paper is owned by a company composed of W. F. Thurber, Mrs. Amelia Fogo and the editor.

RICHLAND CENTER DEMOCRAT

Circulation, 200

Wednesday

During the summer of 1891, W. G. Barry established The Democrat and he remained as editor till April 1, 1923, when the present owner, A. P. Andrews purchased the plant. In 1924, The Democrat purchased a half-interest in The Richland Rustic with The Republican-Observer.