

RIPON, 4100

FOND DU LAC

Three large pea canneries take care of the peas raised in this region, which is also a great dairying center. The industries include two large washing machine factories, knitting mill, cloth advertising factory and a foundry. Ripon is the birthplace of the Republican party. Ripon has four rural routes.

RIPON PRESS

Circulation, 2400

Is it sworn? Yes

Thursday

Advertising rates - display, per inch 30¢. Classified, per line 7¹/₂¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 21-³/₄ inches. Columns to page, 7. Body type, 8 pt. Screen of halftones, 85. Use Mats? Yes.

November, 1877, is the date of birth of this weekly. The paper is conducted by Messrs. R. E. & R. S. Howe and Miss Helen How since the death of E. L. Howe, who edited it for many years. "A family of printers for more than a century". Recently they have added a four-page tabloid magazine to their paper.

RIPON COMMONWEALTH

Circulation, 1250

Is it sworn? No.

Friday

Advertising rates - display, per inch, 24¢. Classified, per word, 1¢. Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 22 inches. Columns to page, 7. Body type, 8 on 10. Screen of halftones, 110. Use Mats? Yes.

Advertising Representative - Wisconsin Press Association

Founded in 1863 this weekly is today edited by O. A. Luck. Joseph S. Morris, associate editor.

————— B W —————

RIVER FALLS, 2273

PIERCE - ST. CROIX

Two successful cooperative organizations, a laundry and a creamery, flourish in this town. Here is also located a sauer kraut and pickle factory, a municipal light and power plant and a normal school. The normal school is this town's greatest asset. River Falls has six rural routes.