

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.

RIVER FALLS TIMES

Circulation, 1228 Is it sworn? Yes Thursday

Advertising rates - display, per inch 30¢. Classified, per line, 10¢.
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. Screen of halftones, 120.
Use Mats? Yes

Advertising representatives - American Press Association.

A. T. Churchill, who established this weekly in 1894, edited it for six years. Smith & Hulbert had charge for about six months and then Smith bought out his partner and continued as owner till 1905, when Percy A. Roberts took over this weekly. Ap Roberts was editor and owner till 1916, then A. E. Roesse bought the plant and was in charge till January 1, 1919. Stuthoff & Stearns owned it for two months and in March, 1919, the entire organization was purchased by Nelson and Woodruff. Five years later Mr. Nelson assumed full charge, buying out his partner.

————— B W —————

ROSHOLT, 448

PORTAGE

This Portage county town is in the heart of a potato center. General farming, however, is well developed on local farms and dairying is followed to a great extent. Of considerable importance, too, is lumbering, also the trout fishing of the section. Rosholt has two rural routes.

ROSHOLT REVIEW

Circulation, 525 Is it sworn? No. Thursday

Advertising rates - display, per inch 20¢. Classified, per line 5¢.
Agency commission, 15%. Cash discount, 2%.

Mechanical requirements - width of column, 13 ems. Depth of column, 19 inches. Columns to page, 5. Body type, 10 pt. Screen of halftones, 85. Use Mats? No.

Founded October 1, 1920, this weekly was edited by R. C. Woodhead for four years. Its present editor is H. Y. Buchanan.