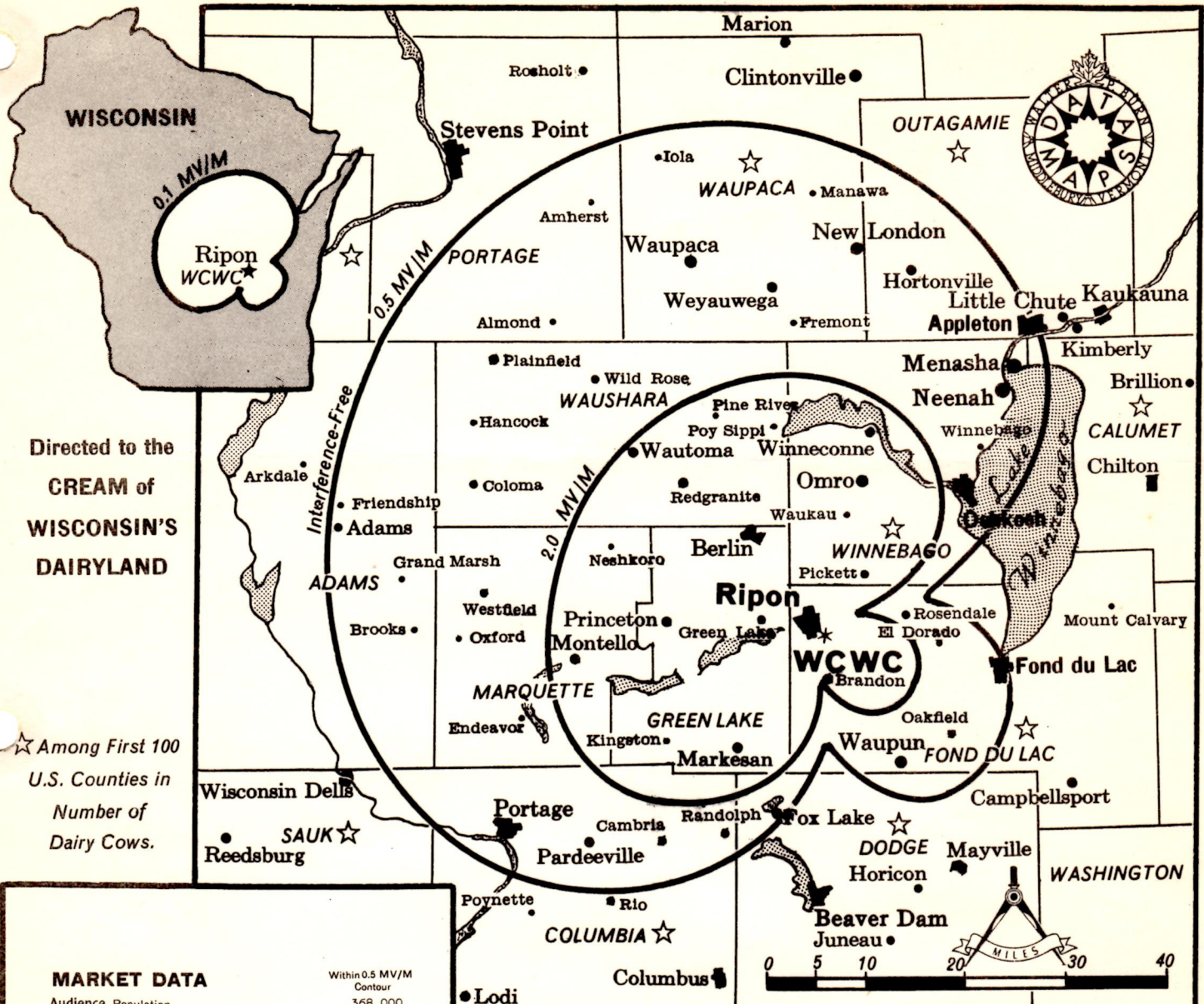


Dear Carl, Thank you for your report. We hope we may hear from you again.

*Gordon Alsum*  
G. Alsum, C.E.



Directed to the  
**CREAM** of  
WISCONSIN'S  
DAIRYLAND

☆ Among First 100  
U.S. Counties in  
Number of  
Dairy Cows.

**MARKET DATA**

	Within 0.5 MV/M Contour	
Audience Population	368,000	
Households	107,700	
With AM Radio	104,600	
Automotive Vehicles Registered	147,400	
Expendable Income, \$000	558,200	
Market* TOTAL RETAIL SALES	440,000	
Food Store Sales	84,900	
Restaurants, Drinking Places	38,000	
Drug Stores	11,600	
General Merchandise Stores	40,600	
Apparel Stores	19,900	
Home Furnishings Stores	23,600	
Automotive Sales Outlets	77,300	
Gasoline Service Stations	29,000	
Hardware & Building Supplies	50,600	
TOTAL SERVICE RECEIPTS	32,300	
Personal Service Shops	9,760	
Garage Services	3,960	
TOTAL WHOLESALE SALES	240,100	
Merchant Wholesalers	147,600	
All Other Types	92,500	
Farm Total Within 0.1 MV/M Contour	COMMERCIAL	RURAL-HOME
Number Operated	45,820	5,420
Population Living on Farms	199,500	24,500
Occupied Dwellings With AM	47,200	5,350
Sales of Farm Products \$000	257,200	2,800
Farm Supplies Purchased \$000	77,100	2,020
Gross Income per Farm \$	6,070	850

\*Includes Value Products Consumed, Government Payments  
\*Sales by Store Classes in Thousands of Dollars, \$000  
SOURCES: Latest Census tabulations, 1950 and 1955 with sampled data, Sales Tax Reports from Federal and State sources; projected to 1957 and coordinated by DATAMAPS, WALTER P. BURN, Middlebury, Vermont.

# WCWC 5000 W

## 1600 KC

Serving Rich, Central Wisconsin from Ripon

Reaches 27 Dairy-Farming Counties  
☆ of which 20 rank with ☆  
the First 100 of 3070 U.S. Counties

**NEWS—SPORTS—WEATHER—MUSIC—FARM**  
Greycote, Inc. Arlow D. Rice, Jr. Gen. Man.  
CENTRAL WISCONSIN COMPANY, INC.  
Francis J. Stratman, General Manager 748-5111  
RADIO ROAD Telephone: BRax 818 and 819

# RIPON, Wisconsin