

Now & Then in Ripon ... Looking back with the Ripon Historical Society

Early marketing drove economic growth

Early marketing throughout America included the use of banners, business names painted on signs and hand-painted messages on shop windows.

Paid actors sometimes paraded streets to draw attention to entertainment, events, services and wares that were offered for sale — all designed to attract customers to make purchases and spend money.

During the 1800s into the 1900s, Ripon businesses followed these same practices.

Examples include Ripon’s local movie theater placing sandwich-board signs on sidewalks announcing current and future shows. The majority of downtown Ripon stores advertised their events and products in the *Ripon Commonwealth*.

**Biegick Brothers advance local marketing in Berlin and Ripon**

Two innovative automotive service marketers — Edward (1889-1972) and Walter (1887-1962) — were known locally as the “Biegick Brothers.” They both owned businesses in Berlin and Ripon.

Their establishments included a bicycle and repair shop, multiple gas stations, tire and service sales and repairs, and eventually new car showrooms.

An example of the Biegick Brothers’ marketing successes was a promotion giving away a free gallon of gasoline to customers living within a 50-mile radius of their business if they purchase five gallons of gas.

Local records note that this promotion resulted in 1,880 gallons of gas being sold and 313 gallons being provided free to

OUR FORMAL OPENING

And now Biegick Brothers invite you to attend the Formal Opening of their brand new Garage, Tire Store and Battery Service Station. For some time we have been making plans for this great event, and now we want you to call and inspect our wonderful facilities for rendering first-class service to motorists. We take pride and pleasure in announcing the most modern and thoroughly equipped store of its kind in this part of the state, ready at all times for your service and convenience. Help us make this one of the greatest successes our city has ever seen. Come during the opening—you will not be asked to buy.

ENTIRE WEEK **JUNE 15-22**

**FREE SOUVENIRS**  
To the Men Women and Children  
On Sat., June 22

**BE OUR GUEST AT THE BIEGICK BALL**  
*FREE Dancing Saturday Evening*

**FREE OIL**  
1 Qt. with each five Gallons of Gasoline  
**EXTRA SPECIAL—Sindair Opaline Oil - - - 75c Gal.**

**SPECIAL**  
Regular Kite 29c  
50¢ value  
Cement 49c  
The value  
Champion Flare 3.98  
Many other necessities equally low priced.

**SPECIAL OFFER FOR CASH**  
**Tube FREE with each Tire purchased**  
Just Look At These Prices

Goodyear Pathfinder		Goodyear All-Weather Tread	
30 x 3 1/2 O.S.	\$ 6.00	30 x 3 1/2 O.S.	\$ 8.19
30 x 4	10.50	30 x 4	12.00
30 x 4 1/2	11.50	30 x 4 1/2	13.50
30 x 5	12.50	30 x 5	14.50
30 x 5 1/2	13.50	30 x 5 1/2	15.50
30 x 6	14.50	30 x 6	16.50
30 x 6 1/2	15.50	30 x 6 1/2	17.50
30 x 7	16.50	30 x 7	18.50
30 x 7 1/2	17.50	30 x 7 1/2	19.50
30 x 8	18.50	30 x 8	20.50
30 x 8 1/2	19.50	30 x 8 1/2	21.50
30 x 9	20.50	30 x 9	22.50
30 x 9 1/2	21.50	30 x 9 1/2	23.50
30 x 10	22.50	30 x 10	24.50
30 x 10 1/2	23.50	30 x 10 1/2	25.50
30 x 11	24.50	30 x 11	26.50
30 x 11 1/2	25.50	30 x 11 1/2	27.50
30 x 12	26.50	30 x 12	28.50
30 x 12 1/2	27.50	30 x 12 1/2	29.50
30 x 13	28.50	30 x 13	30.50
30 x 13 1/2	29.50	30 x 13 1/2	31.50
30 x 14	30.50	30 x 14	32.50
30 x 14 1/2	31.50	30 x 14 1/2	33.50
30 x 15	32.50	30 x 15	34.50
30 x 15 1/2	33.50	30 x 15 1/2	35.50
30 x 16	34.50	30 x 16	36.50
30 x 16 1/2	35.50	30 x 16 1/2	37.50
30 x 17	36.50	30 x 17	38.50
30 x 17 1/2	37.50	30 x 17 1/2	39.50
30 x 18	38.50	30 x 18	40.50
30 x 18 1/2	39.50	30 x 18 1/2	41.50
30 x 19	40.50	30 x 19	42.50
30 x 19 1/2	41.50	30 x 19 1/2	43.50
30 x 20	42.50	30 x 20	44.50
30 x 20 1/2	43.50	30 x 20 1/2	45.50
30 x 21	44.50	30 x 21	46.50
30 x 21 1/2	45.50	30 x 21 1/2	47.50
30 x 22	46.50	30 x 22	48.50
30 x 22 1/2	47.50	30 x 22 1/2	49.50
30 x 23	48.50	30 x 23	50.50
30 x 23 1/2	49.50	30 x 23 1/2	51.50
30 x 24	50.50	30 x 24	52.50
30 x 24 1/2	51.50	30 x 24 1/2	53.50
30 x 25	52.50	30 x 25	54.50
30 x 25 1/2	53.50	30 x 25 1/2	55.50
30 x 26	54.50	30 x 26	56.50
30 x 26 1/2	55.50	30 x 26 1/2	57.50
30 x 27	56.50	30 x 27	58.50
30 x 27 1/2	57.50	30 x 27 1/2	59.50
30 x 28	58.50	30 x 28	60.50
30 x 28 1/2	59.50	30 x 28 1/2	61.50
30 x 29	60.50	30 x 29	62.50
30 x 29 1/2	61.50	30 x 29 1/2	63.50
30 x 30	62.50	30 x 30	64.50
30 x 30 1/2	63.50	30 x 30 1/2	65.50
30 x 31	64.50	30 x 31	66.50
30 x 31 1/2	65.50	30 x 31 1/2	67.50
30 x 32	66.50	30 x 32	68.50
30 x 32 1/2	67.50	30 x 32 1/2	69.50
30 x 33	68.50	30 x 33	70.50
30 x 33 1/2	69.50	30 x 33 1/2	71.50
30 x 34	70.50	30 x 34	72.50
30 x 34 1/2	71.50	30 x 34 1/2	73.50
30 x 35	72.50	30 x 35	74.50
30 x 35 1/2	73.50	30 x 35 1/2	75.50
30 x 36	74.50	30 x 36	76.50
30 x 36 1/2	75.50	30 x 36 1/2	77.50
30 x 37	76.50	30 x 37	78.50
30 x 37 1/2	77.50	30 x 37 1/2	79.50
30 x 38	78.50	30 x 38	80.50
30 x 38 1/2	79.50	30 x 38 1/2	81.50
30 x 39	80.50	30 x 39	82.50
30 x 39 1/2	81.50	30 x 39 1/2	83.50
30 x 40	82.50	30 x 40	84.50
30 x 40 1/2	83.50	30 x 40 1/2	85.50
30 x 41	84.50	30 x 41	86.50
30 x 41 1/2	85.50	30 x 41 1/2	87.50
30 x 42	86.50	30 x 42	88.50
30 x 42 1/2	87.50	30 x 42 1/2	89.50
30 x 43	88.50	30 x 43	90.50
30 x 43 1/2	89.50	30 x 43 1/2	91.50
30 x 44	90.50	30 x 44	92.50
30 x 44 1/2	91.50	30 x 44 1/2	93.50
30 x 45	92.50	30 x 45	94.50
30 x 45 1/2	93.50	30 x 45 1/2	95.50
30 x 46	94.50	30 x 46	96.50
30 x 46 1/2	95.50	30 x 46 1/2	97.50
30 x 47	96.50	30 x 47	98.50
30 x 47 1/2	97.50	30 x 47 1/2	99.50
30 x 48	98.50	30 x 48	100.50
30 x 48 1/2	99.50	30 x 48 1/2	101.50
30 x 49	100.50	30 x 49	102.50
30 x 49 1/2	101.50	30 x 49 1/2	103.50
30 x 50	102.50	30 x 50	104.50
30 x 50 1/2	103.50	30 x 50 1/2	105.50
30 x 51	104.50	30 x 51	106.50
30 x 51 1/2	105.50	30 x 51 1/2	107.50
30 x 52	106.50	30 x 52	108.50
30 x 52 1/2	107.50	30 x 52 1/2	109.50
30 x 53	108.50	30 x 53	110.50
30 x 53 1/2	109.50	30 x 53 1/2	111.50
30 x 54	110.50	30 x 54	112.50
30 x 54 1/2	111.50	30 x 54 1/2	113.50
30 x 55	112.50	30 x 55	114.50
30 x 55 1/2	113.50	30 x 55 1/2	115.50
30 x 56	114.50	30 x 56	116.50
30 x 56 1/2	115.50	30 x 56 1/2	117.50
30 x 57	116.50	30 x 57	118.50
30 x 57 1/2	117.50	30 x 57 1/2	119.50
30 x 58	118.50	30 x 58	120.50
30 x 58 1/2	119.50	30 x 58 1/2	121.50
30 x 59	120.50	30 x 59	122.50
30 x 59 1/2	121.50	30 x 59 1/2	123.50
30 x 60	122.50	30 x 60	124.50
30 x 60 1/2	123.50	30 x 60 1/2	125.50
30 x 61	124.50	30 x 61	126.50
30 x 61 1/2	125.50	30 x 61 1/2	127.50
30 x 62	126.50	30 x 62	128.50
30 x 62 1/2	127.50	30 x 62 1/2	129.50
30 x 63	128.50	30 x 63	130.50
30 x 63 1/2	129.50	30 x 63 1/2	131.50
30 x 64	130.50	30 x 64	132.50
30 x 64 1/2	131.50	30 x 64 1/2	133.50
30 x 65	132.50	30 x 65	134.50
30 x 65 1/2	133.50	30 x 65 1/2	135.50
30 x 66	134.50	30 x 66	136.50
30 x 66 1/2	135.50	30 x 66 1/2	137.50
30 x 67	136.50	30 x 67	138.50
30 x 67 1/2	137.50	30 x 67 1/2	139.50
30 x 68	138.50	30 x 68	140.50
30 x 68 1/2	139.50	30 x 68 1/2	141.50
30 x 69	140.50	30 x 69	142.50
30 x 69 1/2	141.50	30 x 69 1/2	143.50
30 x 70	142.50	30 x 70	144.50
30 x 70 1/2	143.50	30 x 70 1/2	145.50
30 x 71	144.50	30 x 71	146.50
30 x 71 1/2	145.50	30 x 71 1/2	147.50
30 x 72	146.50	30 x 72	148.50
30 x 72 1/2	147.50	30 x 72 1/2	149.50
30 x 73	148.50	30 x 73	150.50
30 x 73 1/2	149.50	30 x 73 1/2	151.50
30 x 74	150.50	30 x 74	152.50
30 x 74 1/2	151.50	30 x 74 1/2	153.50
30 x 75	152.50	30 x 75	154.50
30 x 75 1/2	153.50	30 x 75 1/2	155.50
30 x 76	154.50	30 x 76	156.50
30 x 76 1/2	155.50	30 x 76 1/2	157.50
30 x 77	156.50	30 x 77	158.50
30 x 77 1/2	157.50	30 x 77 1/2	159.50
30 x 78	158.50	30 x 78	160.50
30 x 78 1/2	159.50	30 x 78 1/2	161.50
30 x 79	160.50	30 x 79	162.50
30 x 79 1/2	161.50	30 x 79 1/2	163.50
30 x 80	162.50	30 x 80	164.50
30 x 80 1/2	163.50	30 x 80 1/2	165.50
30 x 81	164.50	30 x 81	166.50
30 x 81 1/2	165.50	30 x 81 1/2	167.50
30 x 82	166.50	30 x 82	168.50
30 x 82 1/2	167.50	30 x 82 1/2	169.50
30 x 83	168.50	30 x 83	170.50
30 x 83 1/2	169.50	30 x 83 1/2	171.50
30 x 84	170.50	30 x 84	172.50
30 x 84 1/2	171.50	30 x 84 1/2	173.50
30 x 85	172.50	30 x 85	174.50
30 x 85 1/2	173.50	30 x 85 1/2	175.50
30 x 86	174.50	30 x 86	176.50
30 x 86 1/2	175.50	30 x 86 1/2	177.50
30 x 87	176.50	30 x 87	178.50
30 x 87 1/2	177.50	30 x 87 1/2	179.50
30 x 88	178.50	30 x 88	180.50
30 x 88 1/2	179.50	30 x 88 1/2	181.50
30 x 89	180.50	30 x 89	182.50
30 x 89 1/2	181.50	30 x 89 1/2	183.50
30 x 90	182.50	30 x 90	184.50
30 x 90 1/2	183.50	30 x 90 1/2	185.50
30 x 91	184.50	30 x 91	186.50
30 x 91 1/2	185.50	30 x 91 1/2	187.50
30 x 92	186.50	30 x 92	188.50
30 x 92 1/2	187.50	30 x 92 1/2	189.50
30 x 93	188.50	30 x 93	190.50
30 x 93 1/2	189.50	30 x 93 1/2	191.50
30 x 94	190.50	30 x 94	192.50
30 x 94 1/2	191.50	30 x 94 1/2	193.50
30 x 95	192.50	30 x 95	194.50
30 x 95 1/2	193.50	30 x 95 1/2	195.50
30 x 96	194.50	30 x 96	196.50
30 x 96 1/2	195.50	30 x 96 1/2	197.50
30 x 97	196.50	30 x 97	198.50
30 x 97 1/2	197.50	30 x 97 1/2	199.50
30 x 98	198.50	30 x 98	200.50
30 x 98 1/2	199.50	30 x 98 1/2	201.50
30 x 99	200.50	30 x 99	202.50
30 x 99 1/2	201.50	30 x 99 1/2	203.50
30 x 100	202.50	30 x 100	204.50
30 x 100 1/2	203.50	30 x 100 1/2	205.50
30 x 101	204.50	30 x 101	206.50
30 x 101 1/2	205.50	30 x 101 1/2	207.50
30 x 102	206.50	30 x 102	208.50
30 x 102 1/2	207.50	30 x 102 1/2	209.50
30 x 103	208.50	30 x 103	210.50
30 x 103 1/2	209.50	30 x 103 1/2	211.50
30 x 104	210.50	30 x 104	212.50
30 x 104 1/2	211.50	30 x 104 1/2	213.50
30 x 105	212.50	30 x 105	214.50
30 x 105 1/2	213.50	30 x 105 1/2	215.50
30 x 106	214.50	30 x 106	216.50
30 x 106 1/2	215.50	30 x 106 1/2	217.50
30 x 107	216.50	30 x 107	218.50
30 x 107 1/2	217.50	30 x 107 1/2	219.50
30 x 108	218.50	30 x 108	220.50
30 x 108 1/2	219.50	30 x 108 1/2	221.50
30 x 109	220.50	30 x 109	222.50
30 x 109 1/2	221.50	30 x 109 1/2	223.50
30 x 110	222.50	30 x 110	224.50
30 x 110 1/2	223.50	30 x 110 1/2	225.50
30 x 111	224.50	30 x 111	226.50
30 x 111 1/2	225.50	30 x 111 1/2	227.50
30 x 112	226.50	30 x 112	228.50
30 x 112 1/2	227.50	30 x 112 1/2	229.50
30 x 113	228.50	30 x 113	230.50
30 x 113 1/2	229.50	30 x 113 1/2	231.50
30 x 114	230.50	30 x 114	232.50
30 x 114 1/2	231.50	30 x 114 1/2	