

BENTON ADVOCATE

Circulation, 600

Friday

Advertising Rates - Display per inch, 20¢      Classified per inch \_\_\_\_\_  
 Agency Commission 15% - Cash discount \_\_\_\_\_

Mechanical Requirements - Width of Column, 13 ems. Depth of column, 20 inches. Columns to page, 6.      Body Type, 8 and 10 pt. Screen of Halftones \_\_\_\_\_ Use Mats, No. \_\_\_\_\_

Advertising Representatives \_\_\_\_\_ Address \_\_\_\_\_

J. W. Chambers established this weekly September 12, 1901. He edited it for two years. Then came C. M. Vail and A. L. Murray, who together conducted THE ADVOCATE until the middle of 1904. Vail, himself, has occupied the editorial chair since that time.

\_\_\_\_\_ B W \_\_\_\_\_

BIRNAMWOOD, Population 651

SHAWANO COUNTY

Lumbering has been one of the chief occupations in the past with the local sawmill running night and day for several months of the year. Much revenue has also been obtained from the marketing of cedar posts, basswood bolts, cordwood and kilnwood. The farming industry has developed very rapidly and there are several cheese factories within a radius of a few miles of the village. Cheese and potato warehouses are also located here.

BIRNAMWOOD NEWS

Circulation, 375

Wednesday

Advertising Rates - Display, per inch 20¢      Classified, per inch, 5¢ (line)  
 Agency Commission, 15%      Cash discount \_\_\_\_\_

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 \_\_\_\_\_ Use Mats, No. \_\_\_\_\_

Advertising Representatives \_\_\_\_\_ Address \_\_\_\_\_

Founded in May, 1900, by S. K. Adams, who remained its editor until his death, which occurred on April 10, 1920. Since that time Mrs. S. K. Adams has been at the helm.

\_\_\_\_\_ B W \_\_\_\_\_