

# THE TAWAS HERALD.

Volume XXIV.

TAWAS CITY, MICHIGAN, August 23, 1907.

Number 34

## Tales of Two Cities

A chronicle of local events and incidents of interest to our readers

School will open Tuesday, Sept. 3. One week from next Monday is labor day.

Victor talking machines for sale by L. L. Johnson.

Charles T. Prescott spent Wednesday at Alpena.

High class fire insurance. Henry Hanson, East Tawas.

Phil Koffman has been at Bay City this week on business.

See L. L. Johnson for talking machines. EZ payments.

For wall paper of all kinds see John Armstrong, Tawas City.

R. Nolan, of Alpena, was in the city on business last Saturday.

A fine new line of wall paper at John Armstrong's, Tawas City.

Alex Koch was in Saginaw on business a couple of days this week.

For farm insurance against fire and lightning inquire of F. F. French.

The next meeting of the Michigan state grange will be held at Saginaw.

Collie Johnson and Rudolph Stark were in Saginaw on business Monday.

Miss Emily Boomer, of Pontiac, is visiting relatives and friends in this city.

Mount will offer you a few pair of men's and women's shoes very cheap next week.

The Arenac county pioneer picnic will be held at Omer on Saturday, the 31st inst.

M. Corrigan, of Prescott, spent a couple of days this week with his son John of this city.

For sewing machines, needles and repairs of all kinds see John Armstrong, Tawas City.

Mr. and Mrs. George Cleaver, of Prescott, spent last Sunday with relatives at East Tawas.

Mrs. William Wingrove visited relatives and friends at Turner a few days during the past week.

Mrs. S. L. Quackenbush, of Chicago, is visiting her daughter, Mrs. Charles Curry, of this city.

Oliver Gauthier has been visiting at the home of his parents in this city during the past week.

The Epworth league will hold a cake sale at Wuggazer's drug store Saturday, from 2 to 5 o'clock.

Collie Johnson left Wednesday for a ten day prospecting trip to the Cobalt district in upper Canada.

Orville R. Patterson, of Sturgis, has been the guest of his parents, Mr. and Mrs. James Patterson, this week.

Mrs. Frederic Sievers and Miss Edith Kaiser are visiting relatives and friends in Saginaw county this week.

First-class photos at special reduced prices, at Aug. C. Brown's studio, just north of German (brick) church.

Miss Tompkins, of Traverse City, has been the guest of Mr. and Mrs. Reuben Wade, on the Hemlock road this week.

Mrs. Harry Schlanger, of Omer, has been spending the week at the home of her parents, Mr. and Mrs. M. E. Friedman.

Roy, J. B. Brown returned last Saturday from Hope, where he has been assisting in a very successful series of revival meetings.

**Wanted:**—A good girl for general housework, no washing or ironing and good wages. Apply to Philip Rosenthal, AuSable, Mich.

**Girls Wanted,** to work in the silk mills. Clean, light work, good wages, steady employment. For particulars as to work and surroundings, address, BELDING BROS. & CO., Belding, Mich."

Maccabee picnic at AuSable next Thursday.

The state troops broke camp at Ludington yesterday.

Nels Brabant and son Harold spent yesterday at Saginaw.

Charles Dease, of East Tawas, is spending the week at Saginaw.

Sewing machines, needles and repairs at King's furniture store.

Mrs. Ed. Ruel, of East Tawas, visited friends at Bay City this week.

Get our prices on furniture before you buy. John Armstrong.

Have you heard the new Victor records at Johnson's, 35 cents and up.

The county clerk will furnish the supplies for the coming special election.

Mrs. Jennie Deacon, of East Tawas, spent a few days this week at Bay City.

M. E. Friedman has gone to Mt. Clemens to take baths for a couple of weeks.

Miss Mary Kinney, of Alabaster, spent last Sunday with friends at Bay City.

For flowers and plants of all kinds, telephone John Armstrong, No. 51, Tawas City.

Mrs. William D. Myles came up from Detroit yesterday for a visit with friends.

Next week you can buy children's hosiery for 50c. on the dollar from Geo. W. Mount.

For sewing machines, needles and repairs of all kinds see John Armstrong, Tawas City.

Victor talking machines, records and repairs, largest assortment at King's, East Tawas.

Mrs. Elmer Reed, of East Tawas, has been the guest of relatives and friends at Bay City this week.

Chas. Gardner, of East Tawas, left Wednesday on a prospecting tour to the Cobalt district in Canada.

Mrs. Willard VanPatten, of Hancock, arrived Wednesday for a visit with her mother, Mrs. Bradley.

Pianos and organs, music and musical merchandise in large assortment continually in stock at King's.

Aug. C. Brown does all kinds of view work. If you want a first-class photo of your house or stock drop him a postal.

Ray. Frederic Sievers returned Wednesday from a trip to Turner, Omer, AuGres, Sebawaing, Bay City, Chicago and Milwaukee.

Mr. and Mrs. Short and daughter, and Mr. and Mrs. Andrews, of Buffalo, are the guests of Mr. and Mrs. James Chambers, of this city.

**For Sale:**—A number of second-hand school seats and desks, in excellent condition. Address L. Colby, director, R. F. D. 2, Tawas City.

Mr. and Mrs. William Wilkins, Misses Bessie and Ethel, and Master Harry, of Alpena, were guests at the home of James Chambers yesterday.

The new pipe organ has been installed in the Zion Lutheran church this week and will be dedicated to its sublime service next Sunday afternoon.

Hon. Jason Woodman, of Paw Paw, was in the city last Friday, being the speaker at the Grange picnic. He made a pleasant call at the Herald office.

According to the report of the commissioner of internal revenue Michigan paid \$5,334,808.52 in internal revenues during the fiscal year ending June 30 last.

The report of the secretary of state shows that there were 4,017 births and 2,591 deaths in the state during the month of July. Sixty-two persons were killed by the railroads.

**Dressmaking:**—From July 15th until September 1st, we will make shirt waists from 35 cents up, and shirt waist suits from \$2 up.

Mrs. J. F. PATTERSON. BESSIE L. BOOMER.

Mrs. Frank Flynn and son James, of Bay City, are visiting at the home of Mr. and Mrs. John Kinney, of Alabaster.

B. F. Welsh, of Jackson, has leased the old Monarch hotel, opposite the depot, is fitting it up in first-class shape and will open it to the public in a few days.

Dr. W. N. Yeager, the dentist will be at his office in this city on Tuesday, Wednesday and Thursday of next week, prepared to do all kinds of dental work.

Mrs. W. S. Ramsay, of Bay City, who has been spending a few weeks at the Whittemore home in this city, was called to her home last Saturday by illness in the family.

See Merschel, the East Tawas hardware dealer before you buy an ice cream freezer, or refrigerator. He has a complete line of all kinds of hardware at right prices.

Mr. and Mrs. Noah Myers and children, who have been spending the past two months at their summer home at "The M.'s" left last evening for their home in Springfield, O.

Mrs. A. Muma and little son returned to their home at Rose City last Saturday after spending a week with her sisters, Misses Rose and Kathryn McDonald in this city.

Mrs. James LaBerge is at Cheboygan this week assisting in carrying for a fine new grandson who arrived at the home of Mr. and Mrs. Roual LaBerge, of that city last Saturday.

Mrs. L. L. Johnson and Miss Lotie Tapp left Monday for Detroit, where they will spend some time in the wholesale millinery houses studying the new fall styles and selecting new goods.

W. G. Katterman wishes to express his thanks to the citizens and members of the fire department for the prompt and efficient work done in saving his household goods during the recent fire.

A social dance will be given at the Grange hall, on the Meadow road, next Tuesday evening, Aug. 27. Good music will be furnished and an enjoyable evening is promised. A cordial invitation is extended to all.

Miss Ida Bullock, of Sterling, has been engaged by the school board as teacher in the grammar department of our city schools, to fill the vacancy caused by the resignation of Miss Elizabeth Rayburn, who will teach in the schools of her home city, Alpena.

Mr. and Mrs. H. C. Walker and children, who have been visiting at the home of Mr. W.'s parents, Mr. and Mrs. J. M. Walker, of this city, left Monday for their home in New York City. Bert now holds the responsible position of financial editor on the New York Herald.

Maurice D. Myers, son of Mr. and Mrs. A. Myers, of East Tawas, and a rising young business man of Tower, was united in marriage to Miss Pauline, daughter of Mr. and Mrs. Isaac Solomon, at the home of the bride's parents in AuSable, Wednesday evening. The Herald unites with the many friends in extending congratulations.

In last week's issue of the West Branch Herald-Times, B. Bennett, who was one of the Ogemaw county delegates to the recent republican senatorial convention at Gladwin, takes a fall out of the "powers that be" in this district and devotes nearly two columns of space to showing up the inside workings of the convention and how the trick was turned that defeated the combination of Clare and Isoco county. It is quite interesting reading.

The pleasure season at Point Look-Out was marred last Saturday by a double drowning, the victims being Mrs. Franklin Bastian and her sister, Miss Charlotte Carroll, of Saginaw, who have been spending a few weeks at the point. They were in bathing and in some manner got into deep water and before help reached they sank. The life saving crew from Tawas Point was sent for and succeeded in recovering the body of Miss Charlotte Carroll, but the body of Mrs. Bastian was not recovered until Tuesday evening.

Mrs. Wm. Blumenthal, of Howell, is visiting at the home of her parents, Mr. and Mrs. W. A. Sempliner, of East Tawas.

Mr. and Mrs. Herbert Williams, of Ann Arbor, and Mr. and Mrs. M. E. Sill, of Detroit, are guests at the home of Mr. and Mrs. Frank F. Taylor, of this city.

The home of Mr. and Mrs. James Chambers, of this city, was the scene of a most enjoyable family gathering yesterday. Twenty-eight guests were present and partook of a most excellent dinner and spent the day most pleasantly.

The stork made a call at the home of Mr. and Mrs. Willard J. Robinson Tuesday leaving a fine 10 pound boy. The mother and baby are doing nicely but there are grave fears that it will be some time before Willard gets down to a normal latitude.

One of the most desirable homes in East Tawas, the Dr. Howell residence, on Newman street, is offered for sale cheap. It has four lots, an excellent house and barn, fruit trees and fine garden. For further particulars inquire of J. E. Dillon, East Tawas.

At the Baptist church next Sunday, preaching by the pastor, C. Louis Berry. Morning theme, "Possessing the Promised Land." The evening theme, "Preparation for Meeting God." Bible school following morning service. Preaching at the Hemlock Road church at 3 o'clock in the afternoon. A cordial welcome to all.

**\$10.00 Reward:**—The board of cemetery trustees of Tawas City will pay the above reward for evidence that will lead to the arrest and conviction of any person guilty of removing plants, flowers or other property from the lots in the Tawas City cemetery.

JAS. HAMILTON, Chairman.

The board of county road commissioners met last Saturday and adopted the plans for the new Hemlock road bridge across the East Branch, and authorized Commissioner Waterbury to proceed to let the contracts. The bridge will be of concrete re-inforced with steel. The roadway will be 18 feet wide and 19 feet above the foundations. When completed it will be one of the best bridges in the state and will reduce this very bad hill to a six per cent grade.

It would be a credit to our city if they would show sufficient enterprise to see that suitable grounds were secured for base ball games. The town has a nine which is a credit to any town and yet they are unable to secure support enough to meet the necessary expenses of keeping up the organization. Thus far this season they have played seven games and won five of them. Is there not pride enough among our people to see that sufficient funds are raised to put the team out of debt?

Henry Kane has sold the business of the Bay Side hotel to Frank Wood, of Chicago, who will take possession about the first of October. During the several years that Mr. Kane has conducted the business he has made the Bay Side one of the most popular hotels on the shore, and the traveling public will be sorry to learn of his retirement. He will devote his time to the livery and machinery business. The new landlord comes well recommended and will without doubt keep the reputation of the house up to its present high standard.

From the Crystal Beach Breeze, published at Buffalo, N. Y., we learn that B. M. Garfield has arranged to go to New York City October 1, where he has accepted the position of manager of one of the companies to be sent out by the Buster Brown Amusement Co. during the coming season. This company will visit all the large cities of the country and is one of the strongest theatrical combinations in the business at the present time. As amusement manager of Crystal Beach, the popular summer resort, for the past seven seasons Mr. Garfield has made a decided success and his many friends in the Tawas are glad to learn of his advancement.

### Closed His Pastorate Here.

Last Sunday marked the close of Rev. C. L. Berry's pastorate in the Baptist church here, and he leaves Thursday for a new work in Tawas City.

Mr. Berry has been in charge of the Baptist church work here for two years and four months. During that time there have been added to the church membership 94 names, 78 of them by baptism. A church debt of seventeen years standing has been wiped out and Mr. Berry leaves the church in a most prosperous condition.

The farewell sermon delivered Sunday was marked by an excellent attendance, and very impressive services.

On Wednesday evening last a farewell party was given Rev. C. L. Berry at the home of Mr. and Mrs. Thomas Milner. A large number of the members of the church and congregation were present. A very pleasant social evening was spent, and the retiring pastor was presented with a handsome gold watch as a souvenir of his labors in Charlevoix, and the esteem in which he is held by those among whom he has worked.

Deacon William Poole made a very good talk in presenting the memento, and Mr. Berry tried to respond, but was overcome with emotion. Both the party and the gift were much appreciated by the recipient.

Charlevoix people will wish Mr. Berry success where ever he may go. —Charlevoix Courier.

**\$10.00 Reward.** I will pay the above amount for information leading to the arrest and conviction of the party, or parties, who stole the plants and flowers from my lot in the Tawas city cemetery.

E. A. CRANDALL.

### "Everybody Should Know"

says C. G. Hays, a prominent business man of Bluff, Mo., that Bucklen's Arnica Salve is the quickest and surest healing salve ever applied to a sore, burn or wound, or to a case of piles. I've used it and know what I'm talking about." Guaranteed by G. S. Darling and J. M. Wuggazer & Co. druggists, 25c.

### New Homes in the West.

Send for free copy of pamphlet containing synopsis of the United States homestead laws and information how to secure a cheap, irrigated farm or a quarter section of splendid free farming or grazing land along the new railway lines of the Chicago & North Western Ry., in South Dakota, Wyoming and other states. All agents sell special low rate excursion tickets to homeseekers via the North Western Line. Full information on request. W. B. Kniskern, Passenger Traffic Manager, Chicago, Ill.

### Week day Excursion to Cheboygan, Mackinac and the Soo.

On Wednesday, August 28th, D. & M. Ry. will run its annual excursion to the north, tickets good on all scheduled trains. Rate from Tawas City to Cheboygan \$3.00; Mackinac Island \$4.00; to the Soo \$6.00; good returning any time up to and including Saturday, September 7th. Children half rate. Cheap rates quoted from Mackinac Island to Marquette, Houghton and Duluth. See handbills and D. & M. agents.

### The Limit of Life.

The most eminent medical scientists are unanimous in the conclusion that the generally accepted limitation of human life is many years below the attainment possible with the advanced knowledge of which the race is now possessed. The critical period, that determines its duration, seems to be between 50 and 60; the proper care of the body during this decade cannot be too strongly urged; carelessness then being fatal to longevity. Nature's best helper after 50 is Electric Bitters, the scientific tonic medicine that revitalizes every organ of the body. Guaranteed at J. M. Wuggazer & Co's and G. S. Darling's druggists. Price 50c.

## TAWAS EXCHANGE BANK

In Barkman's Store does a general Banking Business

The business community is invited to open accounts with us. Checks and drafts on Detroit and New York furnished free of charge.

**SAVINGS DEPARTMENT**  
Four per cent paid on saving deposits if left 3 months or longer.

**LOANS**  
Loans made on endorsed notes, personal property and other approved security.

**A. BARKMAN, Manager**

# JUST IN!

All the New Fall Styles in clothing for Men and Boys Direct from the Famous

## Clothcraft Clothing Company

They are correct in styles, and guaranteed as to make and quality.

# Great Reduction

on all odds and ends in our summer stock. You will see bargains that will pay you well. We do not want to carry over a single summer article. Save some money by coming at once.

## M. E. FRIEDMAN

Phone 50-3r  
Tawas City Michigan

JOHN M. EALY, LLOYD G. MCKAY, RACHEL B. MCNAIR

## Ealy, McKay & Co.

Bankers

Tawas City, Michigan

**RESPONSIBILITY \$1,000,000**

4 Per Cent Interest on Time Deposits

## Money to Loan

on farms and farming lands on endorsed notes and on approved securities

**LLOYD G. MCKAY, CASHIER**

## SELECT POULTRY FEED

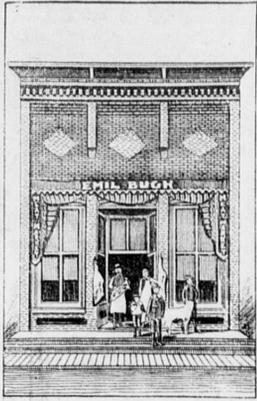
A Balanced Grain Ration Poultry Feed For Fowls Clean Sound Sweet

Under this brand we offer our SELECT mixture of Poultry Feed, manufactured from selected cracked and whole grain and seeds. Scientifically mixed to furnish a completely balanced ration with an assortment of material best adapted for rapid growth and egg production. The protein, fat and carbohydrate are so maintained as to form the greatest feeding value and produce the best results. Carefully sifted and re-cleaned, free from dust and chaff and proportioned so as to meet the requirements of fowls the year around. Feed your fowls "SELECT" POULTRY FEED and get results. Satisfaction guaranteed.

25 pounds 50c. 50 pounds 95c. 100 pounds \$1.75

**MICHIGAN SEED CO. BAY CITY, MICH.**

## FRESH GROCERIES



Our stock of  
GROCERIES  
MEATS  
VEGETABLES  
ETC.

is always fresh and up-to-date. When you want the best in the market call at our store or telephone us your order.

Phone 55-3r  
**Tawas City**

**EMIL BUCH,**

## The City Market

Ferguson & Feidler

We want your patronage, and it will pay you well to bring your trade to our store. We always carry a full line of clean, fresh goods, consisting of

FRESH and SALT MEATS  
FRUIT and VEGETABLES  
STAPLE GROCERIES  
FLOUR and FEED  
OIL, ETC.

We make prompt delivery to all parts of the Tawas. Phone us your order and we will serve you right.

**Ferguson & Feidler**

Phone 5-2r Tawas City, Mich.

### Insures its Depositors Against Loss

The ALPENA COUNTY SAVINGS BANK  
ALPENA MICHIGAN

With a Capital and Surplus of \$170,000.00,  
has an Insurance Fund that protects depositors against loss.

FOUR PER CENT PAID ON SAVING DEPOSITS.

## Tawas City Planing Mill

Cedar Porch Pillars  
Hardwood Flooring

And anything in PINE, HEMLOCK, NORWAY or TAMARACK

**WALKER, RAMAGE & CO.**

Phone 111-3r Tawas City

# MEN WANTED

By the

**U. S. GYPSUM CO.**

ALABASTER MICHIGAN

Piece or day work, men earning  
from \$1.75 to \$3.50 per day.

## THE TAWAS HERALD

LEN J. PATTERSON, Proprietor

Published every Friday and entered at the  
Tawas City, Michigan, postoffice as  
second class mail matter.

One year \$1.50  
Six months .75  
Three months .40

TAWAS CITY, MICH., Aug. 16, 1907

### Stringent Law.

A recent supreme court decision dealing with saloons, under date of July 1, which appears in the Detroit Legal News, makes the law in regard to being in a saloon on Sunday more stringent than ever. A decision was handed down in a Kalkaska case making it unlawful for a man to clean his saloon out on Sunday, but this supreme court decision goes even further.

In the case cited a man had a saloon; being single, he had his kitchen in the rear of the saloon but the only entrance to it was through the saloon and the entrance to his rooms was by an outside stairway. The decision was to the effect that it was unlawful for the man to even pass through his saloon on Sunday to prepare his meals, as he should have another entrance other than through his saloon to get to his kitchen. In fact the case goes so far as to make it illegal for even a saloon keeper to be inside his own saloon on Sunday.

### Battle Creek Hits Mail Order Houses.

The mail order houses have just been handed a just sentence at the hands of the farmers around Battle Creek, where they have been enjoying a vast annual patronage. It is estimated that \$800,000 annually were being taken out of the locality by the catalog houses. Battle Creek business men organized and resolved to convince the farmers that home trade is the most profitable, both in quality of goods and prices, and they have done it. They did not boycott the farmer. They met the catalogue prices easily enough, as all merchants do; but it was the fascination of catalog buying and a prejudice which were hardest to overcome. This they did by holding mass meetings around the locality where demonstrations were made as to the necessity for local business men and farmers to hold together.

They were shown that they would buy more cheaply at home and the quality of the goods were compared in actual experiment until there was no longer room for argument or doubt. The farmer was convinced and it is said the home trade has increased wonderfully in volume.

### Timber-Stone New Rule.

According to a ruling handed down by the commissioner of the United States land office at Washington applicants for timber and stone claims must hereafter make a second visit and examination of the land before making final proof. This will entail considerable extra expense upon the applicant. Heretofore it has only been considered necessary for the applicant for a timber and stone claim to visit and make a thorough examination of the land just before he makes the original application. An affidavit signed by himself and his witnesses is then presented at the land office. Under the new ruling it would seem that a second examination of the land by the applicant and his witnesses will be necessary as under it the department asks for an affidavit at the time the final proof is made showing that the applicant and his witnesses have visited the land on the date or about the date that the proof is made.

### The Best Timber Trees.

Timber owners and manufacturers will be interested in the results of the detailed studies of commercial timber trees which the forest service of the U. S. department of agriculture are making. These studies are not confined exclusively to the well-known trees of recognized value, but, owing to the rapid decrease in the supply of our valuable woods, include those cheaper woods whose properties are imperfectly known. Such studies of the tupelo gum and western hemlock have done much to overcome the common prejudice against these species and have added materially to their commercial importance.

Commercial tree studies begin with the tree in the forest and follow it all the way to the finished product in the market. The intermediate steps are many and complex, but a little explanation of them may not be amiss, since they typify the field methods of a forest investigation.

The selection of a suitable place is the first step. In this the aim is to obtain average conditions as far as possible. When the range of the species to be studied is small, one locality may be sufficient, but generally it is necessary to take at least two localities, the data from which, if similar, can be thrown together or, if markedly unlike, keep separate for different regions within the range of the species. For example, the yellow poplar, or tulip-tree, has a very wide range, but a study of its growth and form would show very different results in the north and in the south.

In getting at the rate of growth of a species, the annual rings on the stumps are counted and the distance between each tenth ring is accurately measured. In other words, beginning at the outside of the stump, the rings are counted inward along the average radius, which is obtained by actual measurement and indicated by a pencil line. The layers of ten rings are marked off along this line and then the distance to each mark from the center of the pith is measured and tallied. Additional data as to the relative width of sapwood and heartwood, the width of the bark, the height of the stump, and so forth, are obtained at the same time. These figures are taken for a great many stumps, in order to secure a fair average.

The results show the growth of the average tree inside the bark at the average stump height. In order to reduce this to diameter growth outside the bark at breastheight (4 1/2 feet above the ground,) the taper of the average tree must be known. This is found by measuring the diameter of a great many trees at 1, 2, 3, 4, and 5 feet above the ground and averaging the results. The bark width is already known, so that all that is necessary is to add to it the figure obtained for growth inside the bark and subtract the loss through taper between stumpheight and breastheight.

As a rule, a number of seedlings are measured to find out how long they have taken to reach stumpheight. By adding this period to the age of the average tree on the stump the measurement of the height growth of the average tree is complete. This would not be in the case except for a peculiarity in tree growth. A given point on the trunk never moves upward with the growth of the tree. Only the tip grows, and a nail driven into the trunk at a given height will hold the same height always.

The taper measurements also serve as a guide for fixing the proper height of stump in felling, so as to avoid waste but still get above the stump-swelling peculiar to some species.

Frequently, felled trees are measured, noting the diameter breasthigh, the length or distance without branches, the "clear" and actual merchantable lengths, and the total height of the tree. Where this is done in conjunction with the stump analyses, a table of age and height is readily made from the table of age and breasthigh diameter already explained.

In order to apply the tables described, the stand on average acres of different types of land is determined by means of sample plots, usually of an acre each, on which the diameter of every tree is carefully measured and tallied. The future yield on average acres is then figured out from the diameter growth tables and tabulated by decades.

Cutting over an acre often markedly increases the growth of the remaining trees, so that a separate yield table is frequently made for second growth after lumbering. This forms an excellent basis for an estimate of the future stand on logged areas.

Besides the more purely technical matters of the life history of the tree; the best methods of management and reproduction; the distribution of the species; the soundness; the damage by fire, wind, insects, and fungi; and the general form and development of the species, a study of the methods of lumbering is undertaken, especially as regards waste and damage to young growth.

Finally, a market study is made throughout the range of the species. Figures are obtained by measurement at some mill of the actual cut and grade in board feet of the logs from trees previously marked in the woods. From these measurements the actual value of trees of all diameters is found. The present uses of the timber are looked up, and the practicability of extending its uses or substituting it for other species is considered. In connection with this, timber tests of the wood are made at one

of the government timber testing laboratories.

To sum up, every detail and aspect of the problem receives careful attention in these commercial tree studies, since it is their special object to set forth all facts that will assist forest owners in managing and improving their timber lands.

### The Married Woman's Sympathy.

When a married woman meets a particularly attractive, busy, contented spinster, she says plaintively: "Poor Ada, or Virginia, or Emmeline! What a pity that she never married!" She cannot help it any more than she can help the color of her hair. When Frederick—fumbling dreadfully, by the way—slipped the ring upon her finger, he endowed her not only with all his worldly goods, but also with an ineradicable pity for those upon whose hand the yellow band has never gleamed. If he had taken to beating her the following week, had developed an undue appetite for drink the next month and had deserted her the following year, she would still have looked with patience upon me, unbeaten, unacquainted with intoxication, undeserted. There is no wife so unhappy, so neglected, so trampled upon, that she has not in her own opinion some one still more pitiable to whom to condescend, and that is any unmarried woman, no matter how busy, how cheerful, how popular.—Anne O'Hagan in Harper's Bazar.

### Lost and Won.

"He who judges people by their money," said a clergyman, "is apt to fare like the man who gave a dollar to each of his little sons.

"Now, boys," said the foolish man. "I am going away for a week. Take this money and see how much you can make out of it in my absence. To him that does the best I'll give a fine present."

"On his return at the week's end he called the boys to him.

"Well, George, how have you succeeded?" he asked the first.

"George proudly took \$2 from his pocket.

"I have doubled my money, father," he said.

"Excellent," cried the father. "And you, John, have you done better still?"

"No, sir," said John, sadly. "I have lost all mine."

"Wretched boy," the father exclaimed. "I wonder you lose it?"

"I matched George," faltered the lad.—Exchange.

### "Everybody Should Know"

says C. G. Hays, a prominent business man of Bluff, Mo., that Bucklen's Arnica Salve is the quickest and surest healing salve ever applied to a sore, burn or wound, or to a case of piles. I've used it and know what I'm talking about." Guaranteed by G. S. Darling and J. M. Wuggazer & Co. druggists, 25c.

### Pioneer Picnic at Omer.

Saturday, August 31st, D & M. Ry. will sell tickets at one fare for the round trip, children under 12 half rate, from East Tawas to Pigeonwing inclusive, also from stations on the Antares, Rose City and Prescott divisions, where there are agents, good to return any time up to and including Monday, September 2nd. Excursion train will leave Tawas City at 9:11 a. m.

### Maccabee Excursion to AuSable.

Thursday, August 29th, C. A. D. & M. Ry. Excursion train will leave Tawas City at 9:46 a. m. Fare 45 cents; children half rate. There will be a bigger crowd than ever and a more attractive program. See handbills, agents or any K. O. T. M. or L. O. T. M. A 75 cent fare will apply from all Rose City and Prescott divisions.

### The Limit of Life.

The most eminent medical scientists are unanimous in the conclusion that the generally accepted limitation of human life is many years below the attainment possible with the advanced knowledge of which the race is now possessed. The critical period, that determines its duration, seems to be between 50 and 60; the proper care of the body during this decade cannot be too strongly urged; carelessness then being fatal to longevity. Nature's best helper after 50 is Electric Bitters, the scientific tonic medicine that revitalizes every organ of the body. Guaranteed at J. M. Wuggazer & Co's and G. S. Darling's druggists. Price 50c.

**KILL THE COUGH AND CURE THE LUNGS**

WITH **Dr. King's New Discovery**

FOR COUGHS, COLDS AND ALL THROAT AND LUNG TROUBLES. GUARANTEED SATISFACTORY OR MONEY REFUNDED.

# SPECIAL GUN SALE

Friday, Aug. 3 to Sept. 1

The best chance of the season to get a fine double barrel shot gun at the lowest prices ever made in Tawas. Take your choice of the following. All 12 guage Double Guns:

	Former Price	Special Price
No. 210, Twist barrel	\$10.00	\$ 7.43
No. 300, " "	12.50	9.35
No. 1, " "	14.00	10.85
No. 600, " "	15.00	12.55
Hopkins-Allen	15.00	12.65
Batavia Leader Hammerless	23.00	20.20
Ithaca Grade 1 " "	25.00	23.00

Full stock of Winchester Rifles, sizes 32 Special, 30-30, 38-55, etc., etc.

Single Barrel Shot Guns \$4.25 & \$4.50

Winchester Loaded Shells, Full Stock

## C. H. Prescott & Sons

Phone 41 Tawas City, Mich.



A MEDIUM PRICED RANGE EQUAL TO THE MOST EXPENSIVE ON THE MARKET. A GUARANTEE IF YOU WISH

**F. H. RICHARDS & CO.**

East Tawas,

Michigan

## Don't Use a Scarecrow

To Drive Away the Mail Order Wolf



You can drive him out quickly if you use the mail order houses' own weapon—advertising. Mail order concerns are spending thousands of dollars every week in order to get trade from the home merchants. Do you think for a minute they would keep it up if they didn't get the business? Don't take it for granted that every one within a radius of 25 miles knows what you have to

sell, and what your prices are. Nine times out of ten your prices are lower, but the customer is influenced by the up-to-date advertising of the mail order house. Every article you advertise should be described and priced. You must tell your story in an interesting way, and when you want to reach the buyers-of this community use the columns of this paper.



## News About Our Neighbors

Pithy, Pointed and Pertinent Paragraphs Penciled Particularly for the Herald by Prudent, Proficient Pen-Pushers

### Whittemore.

T. J. Spooner, funeral director. Fire insurance. L. A. Chichester. C. H. Dillenbeck, funeral director. T. J. Spooner was at Tawas City yesterday.

L. G. McKay, of East Tawas, was in the city Monday.

T. J. Spooner is building an addition to his building.

Mrs. M. E. Dutton spent a few days at Turner this week.

Prosecuting Attorney Rawden was in the city Tuesday.

H. M. Belknap has been north on business this week.

Mrs. Annis left Thursday for a visit in the Upper Peninsula.

A tent show has been holding forth here each evening this week.

Miss Grace Redhead, of Tawas City, visited friends here this week.

Mr. and Mrs. W. H. Price spent a couple of days in Saginaw this week.

Mrs. James Chambers, of Tawas City, is visiting her mother, Mrs. Pringle.

Frank Horton and Harry Price attended the ball game at AuSable Wednesday.

Mrs. L. A. Chichester returned Monday from a couple of weeks visit at Kalamazoo.

F. W. Schlechte, of Tawas City, has been the guest of his son Will several days this week.

Eli Rodegeb has been engaged to teach school in Cheboygan county for the ensuing year.

Emil Nordstrom, of East Tawas, spent Sunday and Monday with friends in this city.

Mrs. L. J. Patterson and children, of Tawas City, were the guests of Mrs. J. A. Campbell last Monday.

The machinery has been placed in the new elevator this week and it is now about ready for business.

Albert Blumenau has been making some repairs on his store this week and the front is being painted.

Mr. and Mrs. Ed Louks and children are visiting relatives and friends in Canada for a couple of weeks.

Commissioner Campbell attended a meeting of the board of county school examiners at Tawas City last Saturday.

Ground was broken for the new bank building last Monday morning and the work will be pushed as fast as possible.

Mrs. Hester Rowland, of AuSable, was a guest at the home of her brother, W. H. Price, a couple of days the forepart of the week.

Will Schlechte finds it necessary to make a 24x48 foot addition to the Whittemore elevator in order to accommodate his business. The work on the new addition is now being pushed as rapidly as possible.

After an enjoyable stay of two months or more at the parental home, Miss Blanche Clary returned Thursday to Lapeer where she will resume her studies in the high school of that city.

The many friends of Rev. and Mrs. G. H. Tuckey will be pleased to hear that they are entertaining a new eight pound son which arrived last Monday evening. Both mother and child are doing well.

### Excursion to Bay City.

Via D. & M. Ry., Sunday, Aug. 25. Excursion train leaves Tawas City at 9:11 a. m., round trip rate \$1.00; proportionate rates from other stations; children between 5 and 12 half fare. Tickets good only on excursion train. See hand bills and D. & M. agents.

### Endorsed By The County.

"The most popular remedy in Otsego County, and the best friend of my family," writes Wm. M. Dietz, editor and publisher of the Otsego Journal, Gilbertville, N. Y., "is Dr. King's New Discovery. It has proved to be an infallible cure for coughs and colds, making short work of the worst of them. We always keep a bottle in the house. I believe it to be the most valuable prescription known for Lung and Throat diseases." Guaranteed to never disappoint the taker, by J. M. Wuggazer & Co's and G. S. Darling's drug stores. Price 50c and \$1.00. Trial bottle free.

### Hale Lake.

Call on Frank Beeton for fire insurance.

Chas. W. Graves has his new house nearly completed.

C. C. Harp transacted business at Tawas City Tuesday.

Mr. and Mrs. Chas. Love spent Tuesday at Tawas City.

Joe Pearlman is building a new barn in the rear of his store.

W. W. Brown was at Tawas City on business last Saturday.

L. L. Hutton furniture dealer and undertaker, Hale, Mich.

Miss Jennie Klein spent last Sunday with her parents at Alpena.

Come to the man that wants your work. Mel Purvis, Hale, Mich.

John Armstrong, licensed undertaker and embalmer, Tawas City.

Mrs. H. J. Featherston is visiting relatives and friends in Oakland county.

Ed. Nunn attended a meeting of the board of county school examiners at Tawas City last Saturday.

W. E. Boyden, of Bay City, has been here several days this week looking after affairs on the F. M. B. ranch.

Edwin Nunn will remove his family to Tawas township next week, he having been engaged to teach the Vine school for the ensuing year.

W. W. Brown is having the interior of his store remodeled and improved and when completed will have things well arranged to take care of his increasing business.

Peterson and Murch, the blind students, assisted by local talent gave one of the most enjoyable concerts at the church last Saturday evening that our people have ever had the pleasure of listening to. These young men are wonderful musicians, performing on various instruments in a manner that marks them as masters. The church was packed with a large and appreciative audience.

### Reno Kumbings.

Mrs. Louis Johnson is entertaining her mother from Davison, Mich.

Rev. C. H. Prescott will speak at the Baptist church Sunday morning Aug. 25, at 10:30.

Mr. and Mrs. Jess Sibley and family took in the excursion to Mackinac Island Sunday.

Mr. and Mrs. Lyman Johnson and family have returned after spending the spring in Wolverine.

Chas. Westervelt went over to Prescott last Thursday to put in one week with his photograph gallery.

Quite a number of our young people are talking of attending the Ferris Institute at Big Rapids this year.

M. E. prayer meeting will be held at the home of Mr. and Mrs. Wm. McDonald, Tuesday evening August 27.

The young peoples meeting has been postponed until Sunday evening Sept. 1, owing to the speaking services in Hale.

Mrs. Chas. Beardslee, of Whittemore, is visiting at the home of her parents. Mr. and Mrs. Mark Robinson this week.

Those who attended the street fair at Prescott last Saturday report a fine ball game between Tawas City and Maple Ridge.

Mrs. Sam Hutchinson, Mrs. Matthew Ferns and Miss Hattie Ferns left Wednesday morning for a weeks visit with friends in Canada.

Mr. and Mrs. William Hartley, of Mt. Pleasant, are visiting at the home of Mr. H.'s mother, Mrs. Henry Hartley this week, before leaving for Nebraska.

### Pioneer Picnic at Omer.

Saturday, August 31st, D. & M. Ry. will sell tickets at one fare for the round trip: children under 12 half rate; from East Tawas to Pinconning inclusive, also from stations on the AuGres, Rose City and Prescott divisions, where there are agents, good to return any time up to and including Monday, September 2nd. Excursion train will leave Tawas City at 9:11 a. m.

### Maccabee Excursion to AuSable.

Thursday, August 29th, via D. & M. Ry. Excursion train will leave Tawas City at 9:46 a. m. Fare 45 cents; children half rate. There will be a bigger crowd than ever and a more attractive program. See handbills, agents or any K. O. T. M. or L. O. T. M. A 75 cent fare will apply from all Rose City and Prescott divisions.

### Hemlock Slivers.

Tuesday was pay day at the cheese factory.

Fred Wade, of Detroit, spent Sunday at home.

Mrs. John Goodall, of East Tawas, spent Sunday on the Hemlock.

Mrs. Joseph Watts is spending a few days with friends at Bay City.

Some of our young people attended the street fair at Prescott last Saturday.

Frank Long and Percy Scarlett spent Monday and Tuesday at Saginaw.

Miss Elsie Watts arrived home from Big Rapids Monday for a few days visit.

Miss Fanny Smith went to Jackson Saturday for a two weeks visit with her aunt.

Miss Florence Scarlett spent last Saturday and Sunday with friends at East Tawas.

Mr. and Mrs. Wm. Duval and wife visited at the home of Mr. and Mrs. Latham Sunday.

Mrs. H. Van Patten and daughter Lillian, went to Saginaw to take in the homecoming week.

Mr. and Mrs. Homer Crissman and children, of Utica, spent a few days with Mr. and Mrs. J. K. Crissman.

Mrs. J. K. Crissman is entertaining her sister Mrs. Cousinow, husband and son Earl, of Leonard, for a few days.

Mr. and Mrs. David Davison are the parents of a little son who took up his residence Sunday morning the 18th inst.

Rev. Berry will hold services at the Hemlock Baptist church next Sunday afternoon, Aug. 25, at 2:30 o'clock. We hope to see a good attendance as Mr. Berry comes highly recommended.

### Wilber Warbles.

Robert Lee, of Osceola, is visiting at the home of John Alda.

Joe Miesner visited over Sunday at the home of William Stanton.

Mr. and Mrs. John Alda and son Stanley spent last Sunday at the home of Walter Lea, of Osceola.

David Stevens, Harry Goodale and William Simmons went to Bay City last Sunday for an indefinite period.

Mrs. Richard Schaff passed away very suddenly at her home on Thursday morning, Aug. 15. The funeral services were held from the East Tawas M. E. church Saturday afternoon. The deceased was about 26 years of age. She is survived by the bereaved husband, a little son of four years and twin daughters born but a short time before her death, also her parents, Mr. and Mrs. William McCulley, of East Tawas, and three sisters, Mrs. Adren Dawes, of AuSable, and Misses Mattie and Beatrice McCulley, of East Tawas. The entire community unite in extending sympathy to the bereaved family.

### Laidlawville.

Will Bishoff, of Detroit, is visiting his father.

Miss Carrie Hosback was the guest of Miss Martha Hartman last week.

Rollo Chase, of Owosso, is visiting his grandparents, Mr. and Mrs. W. Chase.

Miss Julia Anschuetz left Sunday for Saginaw where she will remain indefinitely.

Mr. and Mrs. C. R. Jackson, jr., and son Russel, visited at the home of J. Shippy last Sunday.

Mrs. J. A. Snippy and Mrs. W. W. Barrett spent Wednesday at the home of Geo. Thomas on the Hemlock.

Miss Pearl Laidlaw returned to Gladstone Friday, after a two weeks visit with her parents, Judge and Mrs. E. Laidlaw.

### Burleigh Breezes.

Miss Mary McDonald, who has been attending the Ferris Institute at Big Rapids, has returned home.

School begins next Monday, Aug. 26, in the Hottos district with George Jackson of Whittemore as teacher.

The cutting out and logging of the Burleigh and Sherman townline road was inspected and approved of last Saturday.

Miss Kate O'Brien and Wallace Armstrong also Misses Grace Dayison and Muriel Murphy called on Mrs. Mary Hottos the first part of the week.

### Strayed or Stolen.

Dark bay gelding, seven years old, scar on right front leg near shoulder, weight 1250 or 1300, is tall and rangy. Reward for information. HOWARD VANWORMER, Hale, Mich.

### Townline Topics.

The next regular meeting of Vine Grange will be Aug. 28.

Curt Ullman and wife, of Emery Junction, visited here last Sunday.

The heavy rain last Friday morning broke the drouth and did much good.

Will Freel came home from Emery Junction last week on account of illness.

Mr. and Mrs. William Ullman, of Turner, visited at the home of Mr. Mrs. Harrison Funk this week.

William Groff and his sister, Mrs. Proper have gone to Canada for a visit and to attend a family reunion.

Louis A. Powell, of Marion, Ind., was a guest at the home of Mr. Bininger last week. He went to Lupton Monday.

The Grange picnic last Friday was largely attended and a fine time is reported by all. Four of the Granges of the county were represented. A very able and entertaining address was made by Hon. Jason Woodman, of Paw Paw, the speaker furnished by the state Grange.

W. E. Bowen and Sarah Sinclair were united in marriage at Flint on the 8th inst. by Rev. Diamond, of the M. E. church of that city. The happy couple are now at home to their many friends at 1028 Avenue A, of that city. We unite with their many friends in extending best wishes.

A sad fatality occurred here last Saturday resulting in the death of Lewis, the 18-month-old son of Mr. and Mrs. Harrison Franks. The little fellow was playing in the yard when in some manner he fell into an old well. In falling he hit his head on a log stunning him so that no cry was heard. His little body was later found floating in about three feet of water. The funeral was held Monday from the Saints church. The bereaved parents have the heartfelt sympathy of all.

### Labor Day at Tawas Beach.

Monday, September 2nd, a special train will leave Tawas City at 9:55 a. m. Round trip fare 15 cents; children under 12 ten cents; returning leave Tawas Beach 5:00 p. m. Tawas Beach has the most completely equipped picnic grounds in eastern Michigan. Bring your families and lunch baskets.

### Annual Excursion to Ohio, Indiana, Detroit and Bay City

via the D. & M. Ry., will be run Thursday, October 3rd. Full particulars later.

### "Regular as the Sun"

is an expression as old as the race. No doubt the rising and setting of the sun is the most regular performance in the universe, unless it is the action of the liver and bowels when regulated by Dr. King's New Life Pills. Guaranteed by G. S. Darling and J. M. Wuggazer & Co., druggists. 25c.

### Land for Sale.

160 acres of excellent farming land, 10 acres brushed, located two miles west of Hale, on section line road. Will be sold at a reasonable price and on good terms. Address John Sugden, Hale, Mich.

## Every Dream Has a Meaning

It is strange, but nevertheless dreams often come true.

To study the meaning of your dreams is interesting and amusing.

300 dreams and their meaning is the title of a little pamphlet issued by the Wonderful Dream Salve Co., Detroit, Mich.

One copy will be mailed free to anyone sending the name and address, of some friend who is suffering from Eczema, Piles, Burns, Scalds, or Sores of any kind. It has been said that Wonderful Dream Salve is the greatest healer on earth, and we believe it is true for some wonderful cures have been made. Eczema, Piles and old Sores that were considered incurable, have quickly yielded to the healing power of this salve which has been used in Michigan for more than 50 years.

Every box is sold under a bona-fide guarantee of satisfaction or money refunded.

10-25c and \$1.00 at all drug stores. 7 Wonderful Dream Salve Co., Detroit, Mich.

### WANTED

Girls to work in silk factory. Good wages, clean work and first-class board at low cost. Write at once for particulars.

Richardson Silk Co. Belding Michigan

### STATE FAIR RACES.

Since the first day of spring the race track at the State Fair grounds, Detroit, has been harrowed and then carefully gone over with drags until it promises to be in perfect condition when the racing program for 1907 opens up on August 29. Horsemen from all over the state unite in praising the course and predict that many a trotter and pacer will circle the oval in sensational time during the coming summer.

Among the trainers who have been working out their stables at the fair grounds this spring are Fred Tallmadge, Jeff Cunningham, Lacy McLaughlin, the Lewis brothers, Charley Culver and other well known handlers of the harness horse. They have been speeding their charges daily and from the time made, the track record will be placed at a low mark before the fair of 1907 passes into history.

"We will be only too pleased to encourage breeders by granting them the privilege of working their horses over the fair track, and will do everything in our power to aid them," remarked President Postal recently.

The attitude of the fair officials has been to encourage Michigan breeders, and to this end they establish comfortable quarters for the horsemen this spring. The program for the meeting to be held during this year's fair has also been arranged with a view to giving Michigan animals an opportunity to compete with the best in their respective classes, while liberal purses have been hung up for competition between state bred animals.

Among the horses that have been trained over the fair track this spring are: C. M. Jersey's Gertie W., 2:16; Jeff Cunningham's Requisition, 2:12 1/4; Gale, 2:10 3/4; Idol Star from the Lewis string, Aleck S. with an eighth to his credit in 16 seconds; L. De Lisle's Delmas, a promising green colt by Colnage out of Pilot Medium, and a mare of Charley Culver's that has been making fast time.

Horses worked out in the south have always had a great advantage over Michigan trainers owing to their early preparation, but many trainers say that with the encouragement given Michigan breeders by the State Fair officials this will be a thing of the past. In the early spring the trainers at the fair grounds were hampered by unsettled weather, but with sunshine the fast track rapidly rounded the horses into condition.

As showing what Michigan horses are capable of the remarkable career of Gale, chronicled by many as Michigan's greatest trotter reads like fiction. When first brought out the Gale horse was marked as "no account" by many experienced horsemen, but Mrs. Nettie Kell Moore had unbounded faith in the animal, and her confidence was more than justified when Gale went through the short ship circuit and cleaned up \$5,000. He has been changed to pace this year, his natural gait, and by the way he has been working out at the fair track, promises to be faster than ever.

Eugene Fifield, superintendent of the speed department at the State Fair, is one of the best known harness horse enthusiasts in the west. When he arranges a racing program every horseman knows that he will have an opportunity of entering practically every horse in his stable and with the assurance that he will receive considerable treatment.

\$10,200 that will be given out in purses during the six days' racing at the fair this year has been divided as follows: Trotting classes: 2:55, \$500; 2:30, \$500; 2:25, \$500; 2:22, \$500; 2:19, \$500; 2:15, \$500; 2:12, \$500; 3-year-old stakes, \$300; 2-year-old stakes, \$300; pacing, 2:35, \$500; 2:30, \$500; 2:26, \$500; 2:23, \$500; 2:20, \$500; 2:18, \$500; 2:16, \$500; 2:13, \$500; 2:10, \$500; 2:08, \$500; free-for-all, \$500; 2-year-old stakes, \$300; 3-year-old stakes, \$300.

During the past winter the stables have been enlarged, and improved, and excellent facilities provided for cooling-off and transporting feed. The transportation facilities have also been greatly improved and horsemen will have but little trouble shipping their stables in and out. All entries for the state fair program must be in by August 22.

### Election Notice.

MICHIGAN DEPARTMENT OF STATE Lansing, July 31, 1907. To the Sheriff of Iosco County: In accordance with the provisions of Act No. 272 of the Public Acts of 1907, you are hereby notified that a special election is to be held in this state on the third Tuesday in September, 1907, at which time delegates to meet in convention for the purpose of making a general revision of the Constitution of the State of Michigan shall be elected.

In WITNESS WHEREOF, I have hereunto attached my signature and the great seal of the state at Lansing, this 31st day of July, nineteen hundred and seven. CLARENCE J. MEARS, Deputy Secretary of State.

OFFICE OF SHERIFF Tawas City, Mich., Aug. 9, 1907.

To the Electors of the County of Iosco: In compliance with the above, you are hereby notified that in accordance with the provisions of Act No. 272 of the Public Acts of 1907, a special election is to be held in this state on the third Tuesday in September, 1907, at which time delegates to meet in convention for the purpose of making a general revision of the Constitution of the State of Michigan shall be elected.

In WITNESS WHEREOF, I have hereunto attached my signature this ninth day of August, nineteen hundred and seven. CHARLES CURRY, Sheriff of Iosco County.

## HALE LIVERY STABLE

We are supplied with first-class rigs, and are always ready to give prompt attention to calls from traveling men or sportsmen. Drop a card or telephone us and we will meet you.

JOHN J. LOVE PROPRIETOR Hale Michigan

## SAVE

Time, labor and money by using one of the famous Star Wind Mills



**A MOST TOUCHING APPEAL** falls short of its desired effect if addressed to a small crowd of interested listeners. Mr. Business Man, are you wasting your ammunition on the small crowd that would trade with you anyway, or do you want to reach those who are not particularly interested in your business? If you do, make your appeal for trade to the largest and most intelligent audience in your community, the readers of this paper. They have countless wants. Your ads will be read by them, and they will become your customers. Try it and see.



## FURNITURE AND BAZAAR GOODS

It will pay you to come here to buy your Furniture. We have an excellent stock and our prices are as low as good goods can be bought for anywhere. Our line of Bazaar Goods, Tinware, Etc. is Complete and are sold at prices that save you money.

R. L. TRIM, HALE, MICH.

## HOLD ON THERE HOLD ON

Say! Don't you know that you can get that piece of soldering done at Harp's Bicycle Shop, Hale, Mich. He does all kinds of soldering. Clocks, watches and sewing machines cleaned and repaired.

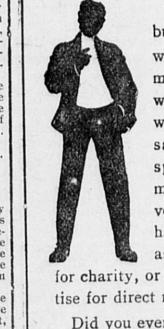
## C. C. HARP

Hale Michigan "The Bicycle Man"

## Enlarging Your Business

If you are in business and you want to make more money you will read every word we have to say. Are you spending your money for advertisement in haphazard fashion as if intended for charity, or do you advertise for direct results? Did you ever stop to think how your advertising can be made a source of profit to you, and how its value can be measured in dollars and cents. If you have not, you are throwing money away. Advertising is a modern business necessity, but must be conducted on business principles. If you are not satisfied with your advertising you should set aside a certain amount of money to be spent annually, and then carefully note the effect it has in increasing your volume of business; whether a 10, 20 or 30 per cent increase. If you watch this gain from year to year you will become intensely interested in your advertising, and how you can make it enlarge your business. If you try this method we believe you will not want to let a single issue of this paper go to press without something from your store.

We will be pleased to have you call on us, and we will take pleasure in explaining our annual contract for so many inches, and how it can be used in whatever amount that seems necessary to you. If you can sell goods over the counter we can also show you why this paper will best serve your interests when you want to reach the people of this community.



**KILL THE COUGH AND CURE THE LUNGS**

WITH Dr. King's New Discovery

FOR COUGHS AND ALL THROAT AND LUNG TROUBLES.

GUARANTEED SATISFACTORY OR MONEY REFUNDED.