

THE TAWAS HERALD.

Leading Newspaper of Iosco County

Volume XXX

TAWAS CITY, MICHIGAN, FRIDAY, OCTOBER 24, 1913

Number 43

HAPPENINGS OF THE WEEK

Local, Personal and General News Furnished in Condensed Paragraphs for the Convenience of the Busy Reader

Fire insurance. Henry Hanson. adv.
A. W. Black was at Bay City on business Wednesday.

Claud Vosburg of Ellake was the guest of friends here over Sunday.

Burely Wilson was at Detroit on business a couple of days this week.

Buy furniture at Sempliner's dept. store, East Tawas, and save money. adv.

Jacob Wortz of Detroit has been visiting friends in the city this week.

Percy Thornton of the Herald force spent Sunday and Monday with his parents at Hale.

Bad teeth cause ill health. Dr. Carson is here every day in the week and can give you prompt attention. adv.

N. C. Hartingh returned Tuesday from a few days business trip to New York and other eastern points.

Mrs. Jane Williams of Kings Mills, Lapeer county, arrived Monday for an extended visit with relatives here.

Ernest Brown left Thursday for Clio, where he was called by a message announcing the serious illness of his father.

Mr. and Mrs. Lawrence Andrus of Detroit arrived Monday for a visit with Mrs. Angus's parents, Mr. and Mrs. John Ebert.

Hallowe'en supper Tuesday evening, Oct. 23, at the Baptist church. Pumpkin pie, brown bread, and other good things to eat. 15 cents. adv.

Married, at the East Tawas Methodist parsonage, Friday evening, October 17, by Rev. Clifton W. Scott, pastor, Mr. James A. Frasier and Mrs. Hannah L. Shampine, both of East Tawas.

If you want some excellent bargains in fall and winter goods be sure and attend the big sale now on at F. F. French & Son's store, East Tawas. You will be the loser if you don't attend this sale. adv.

Ferdinand Market of Whittemore was in the city on business Monday. Mr. Market has sold off his stock and machinery, rented his farm, and gone back to his former home at Napoleon, Ohio, to live.

Our new dentist, Dr. A. B. Carson, has been busy this week fitting up his office over Woizeschke's store, where he is very comfortably situated. He had several patients before he was really ready to do business and believes that the outlook for building up a successful practice here is good.

The Herald this week starts a new department and hereafter will run each week a column of general news gleaned from the daily papers. Many of our readers do not take a daily, and this column will keep them informed on matters of general interest which they would not otherwise get.

A meeting of school officers and directors from the various districts throughout the county was held at the court house Wednesday. The meeting was addressed by Deputy State Superintendent Fred L. Keeler, who explained to the assembled officers the new laws affecting them in their duties. Several changes were made in the school laws at the last session of the legislature, and we hope in the near future to give our readers an explanation of those in which they are specially interested.

Every newspaper wants to publish the news. The better the paper the more prosperous it will be. Local news items are especially hard to run down. How many times have you, dear reader, been approached by the newspaper man for an item of news and told him that you knew nothing of interest. Probably at the time your family were away on a visit, or some one from out of town was visiting at your home. Of course you didn't mean to deceive the editor, yet when you received your paper you wondered why your family or friends were not mentioned. A good way to avoid all of this is to kindly inform us of the facts or drop a note in the postoffice to the paper. The one item may not amount to much, but several columns of such news is the life of a local paper.

A. W. Black, fire insurance. adv.
Henry Kane returned Monday from a business trip to Detroit.

Miss Edyth Walker has been spending this week at Bay City.

G. A. Burnside of Santiago was in the city on business Tuesday.

Bicycles and repairing at Merschel's hardware, East Tawas Mich. adv.

Mesdames N. C. Hartingh and N. D. Murchison were Bay City visitors Thursday.

Mrs. W. B. Kelly has been visiting her sister, Mrs. McLean, at Santiago this week.

A good horse for driving or light work for sale. Call on J. H. Benson, Alabaster. adv.

Miss Lily Fowler returned Monday from a three weeks visit with relatives in Lapeer county.

Mr. and Mrs. John Buswell of Council Bluffs, Iowa, have been guests at the home of his brother, C. A. Buswell, this week.

The M. E. Ladies will give a supper next Friday, Oct. 31, at the home of Mrs. Jas. Baguley. Price of supper, 20 cents. adv.

Roy Bedell and Max Ross, two Aloha men, were heavily fined at Cheboygan Monday for having trapped muskrats out of season.

Donald Adams returned Monday to his home at VanKleeck Hill, Ont., after a week's visit with his niece, Mrs. E. J. Woizeschke.

Remember, the big sale is now on at F. F. French & Son's, East Tawas, and will continue until Nov. 1. Low prices on all fall and winter goods. adv.

The secretary of the state board of health has sent out notices this week announcing an embalmer's examination at Lansing, November 17, 18 and 19.

Dr. A. B. Carson, dentist, is located in Tawas City, and is here every day in the week. See him about your teeth. No charge will be made for an examination. adv.

John and Bramwell Bowen left Saturday for Toledo, where they were called by a message stating that their sister, Mrs. Geo. Roureck, was not expected to live.

The Michigan state teachers' institute will be held at Ann Arbor, Oct. 31 and Nov. 1. Teachers attending this institute will be entitled to full pay the same as when they attend the county institute.

Don't miss the record-breaking sale now on at F. F. French & Son's, East Tawas. They offer some of the best bargains in fall and winter goods that have ever been given to the people of the Tawas. adv.

Dr. W. N. Yeager, the dentist, will be at his office, over Wuggazer's drug store, in this city, Tuesday, Wednesday and Thursday, Nov. 4th, 5th and 6th. All kinds of dental work done and all work guaranteed. Special attention to crown and bridge work. Painless extraction. adv.

"Never has a Neponset audience been as well pleased with Jubilee Singers as they were last night with the 'Old Southland Sextette.' Their work was perfectly satisfactory and strictly first class from every point of view. All were delighted and greatly pleased.

"W. H. Tope, pastor of M. E. Church" Neponset, Ill., Jan. 23 1913."

Irving Beardslee of Whittemore was a visitor at the Herald office Monday and brought a Kiefer pear which grew in his orchard this year. The pear was 9x10 inches in circumference and weighed exactly four ounces. Mr. Beardslee states that he has a fine orchard started and that he had to leave a large quantity of his apples on the ground this fall for lack of time to take care of them. There is no question but that fruit can be successfully raised in this part of the country if given the proper care and attention, and in the long run it will pay a good profit to the man of push and enterprise.

Fred Gaul of Saginaw came Thursday for a visit with his father, Fred Gaul, sr. on the Hemlock.

The Old South Land Quartet will give a Jubilee Concert under the auspices of the East Tawas Epworth League in the Opera House on Nov. 3.

Don't forget that Mrs. L. L. Johnson is making reduced prices on all millinery goods. If you want some good bargains look over her millinery stock and note the low prices. adv.

Rev. H. Reithmeier left Monday for Detroit to attend the wedding of his wife's sister, Miss Lydia Nemitz, which took place this week. Mrs. R. went down one day last week.

The railroad men have been having their troubles on the side track leading to the Wilson elevator. A week or so ago a car of coal was run off the end of the track and took considerable work before it was again placed on the rails. On Monday of this week while some switching was being done on the same track the rails spread, throwing a car from the track, and a lot more time was spent to get it where it belonged again. The track has been in for a long time without any repairs and is in bad shape.

Normal School Banquet.
Miss Phelan and her class of County Normal school girls gave a very pleasant surprise to the County Board of Supervisors, members of the school board and wives, Supt. Bradish, Commissioner Campbell and wife, last Friday evening. Tables were spread for 40.

The banquet was one long to be remembered, not only for the dainty and bountiful viands provided, but also the spirit of good fellowship and cheer. Postmaster Patterson was introduced as toastmaster.

The following responded to various toasts: Miss Phelan, Prosecuting Attorney Black, Supervisors French, Belknap, Latham, Beardslee, Robinson, Supt. Bradish, Commissioner Campbell, and others.

About 10 p. m. the pleasant evening's program was closed, all satisfied that they had been pleasantly entertained.

A Fine Musical Entertainment Coming Tuesday, Nov. 4
The Citizen's Lecture Course committee has secured the Southland Sextette, one of the best colored jubilee concert companies on the road, and they will sing for the people of Tawas City at the Star Theatre, Tuesday evening, November 4.

Admission, children 15 cents, adults 25 cents, reserved seats 35 cents. The admission is placed low, that all may enjoy the rare music of these beautiful singers. adv.

Advertised Letters.
List of letters remaining in Tawas City postoffice for week ending Oct. 25:

Curklinski, Matusz
Griffes, Rev. A. A.
Lowie, Mr. Wm.
Leslie, Mr. Jack
Noble, Mr. R. S.
Pollari, Mr. Yad
Schneck, Mrs.
Write, Miss Jennez
When calling for above please say advertised.

LEN. J. PATTERSON, P. M.

Some Don'ts to Prevent Fires.
Don't kindle fires with kerosene.
Don't handle lace curtains near a lighted lamp.
Don't hang clothing to dry near an open fire.
Don't throw away lighted cigars or cigarettes.
Don't burn leaves or grass on a windy day.
Don't fill lamps after dark—never when lighted.
Don't use gasoline for cleaning a closed room.
Don't throw out water pipes with a torch or lamp.
Don't forget that every day should be fire prevention day.
Don't forget to have your chimneys cleaned at least once a year.
Don't go into the closet looking for clothes with a lighted match.
Don't forget that carelessly thrown matches are the cause of many fires.

See Dr. A. B. Carson about your teeth. He is at his office over Woizeschke's store every day in the week. adv.

TO KEEP MONEY AT HOME

Local Merchant and Buying Public Must Co-operate to Fight Mail Order Houses.

That the mail order houses have been quick to take advantage of the opportunities offered by the parcel post is evidenced by the immense number of catalogs with which the postoffices throughout the country have been flooded the past few months. Hardly a day passes but that one or more sacks of mail-order catalogs is received at every office. The postage on one of these catalogs costs from 25c to 40c, besides the immense first cost of the books, which only one conversant with such work can estimate.

The business which goes to these outside concerns who are so liberal with their advertising is wholly at the expense of the local merchants who feel that they cannot afford to advertise and let the people know what they have and the prices on the same.

Now, frankly, we are of the opinion that the local merchant can supply a better quality of goods at the same or a lesser price than these foreign concerns, and the customer has an opportunity to see the goods before buying. Of course the mail order firms advertise to return the money if the customer is not satisfied, but so will the local merchant, and there will not be any red tape about it, nor will the customer be out the freight, as he would if he bought outside.

Many merchants say, when asked to advertise, "Oh, I have been in business here for years and everybody knows me and knows what I have to sell." True enough. So have the mail order houses been in business for years and the people know what they have to sell, but that doesn't stop them from advertising, and doing it liberally. They don't stop with sending one catalog or one letter to a prospective customer, but deluge him with advertising matter setting forth the merit and cheapness of their wares. There are hundreds of people who receive this matter who never spend a dollar with the mail order houses, and hundreds of others who don't buy enough to pay for the catalog sent them, but they remain on the mailing list of the concern and receive their advertising matter just the same.

The local merchant has a much cheaper and surer method of reaching the people of his community than the mail order houses. The local paper goes into eight out of ten homes in the community, and through it the merchant can each week speak to its readers and by telling of the quality and quoting the prices of his goods show them that it will be to their advantage to trade at home instead of sending their money away.

On the other hand we believe that the local merchant, even though his prices may be a trifle higher, is entitled to the trade of his community. He pays his taxes there and thus helps to make a better town in which to live and to secure better roads over which the farmer can haul his produce to market. He contributes to the upkeep of the schools and churches, and by his presence and interest contributes to the better social life of the community. When sickness or accident overtakes the homes of his customers he stands ready to assist them by extending credit and often by contributions of cash out-pays fair wages.

Does the mail order house do any of these things? Emphatically no! Not one cent of the money sent to them ever comes back into the local community in any form. They employ great numbers of city people, but pay them only wages enough to keep body and soul together. The merchandise sold by them is much of it manufactured in sweat shops by poor and ill-paid labor, and in tenements where most of the people who buy the goods would scorn to keep even their animals. Every time that you send an order to one of the big mail order houses you are encouraging these conditions and are thus indirectly causing a portion of the want and suffering of which we read so much.

The solution of this problem lies equally with the local merchant and the buying public. With the merchant in that he should let the people know

what he has to sell and the prices at which he sells it. With the customer in that he should give the local merchant first consideration in making his purchases and make sure before sending his money away that the home dealer cannot supply him with the same or better goods at the same price. By working in conjunction both the dealer and the consumer will secure better satisfaction and the money which now goes to the mail order trust will remain in the community and be expended for purposes from which all will receive a benefit.

Death of Zene Shaw.
Falling from a scaffolding at 166 Kalamazoo street shortly after 4 o'clock yesterday afternoon, Zene Shaw, 860 Maple street, suffered a compound fracture of the skull, from which he died at Nichols hospital at an early hour this morning.

The accident occurred while Shaw and two other men were trying to remove a cornice from the building. The cornice held tight, and when Shaw gave it a final wrench, he lost his balance and fell to the cement sidewalk below. He struck the walk in such a manner as to fracture his skull in two places, one at the top and the other at the base of the brain.

Shaw was hurried to Nichols hospital and put under the care of Dr. Putnam and Dr. Ray Stone. He was in such a serious condition that an operation was deemed impossible. He failed to regain consciousness and passed away about midnight.

Patrolman DeBarr was sent to Shaw's home at 860 Maple street to notify the family of the death of Shaw. The young wife was hysterical when awakened and notified of the accident, of which she had been kept in ignorance, and an extra pathetic touch was added when Shaw's 11-months' old baby wanted to play with the messenger who came with the news of the accident that made him fatherless.

Shaw was a carpenter, 34 years of age. He is survived by his wife and the young child.

The funeral services of Zene Shaw were held last Friday morning at 9 o'clock in St. Phillips' church with Father Burke officiating. The interment was made in Mt. Olivet cemetery.—Battle Creek Daily Journal.

BIG FIRE LOSS AT TURNER

Hotel, Several Stores and Residences Destroyed in Blaze Tuesday Morning.

The village of Turner suffered a disastrous fire early Tuesday morning, when about \$25,000 worth of property was destroyed by a blaze originating in the barn connected with the Hotel Menzer. The fire started at about 2:30 in the morning, and before it was discovered had gained such headway that it was only by the most heroic work on the part of a volunteer bucket brigade that the fire was prevented from wiping out the entire village.

The following business places and residences were entirely destroyed: Hotel Menzer, loss \$7,000; D. E. Jennings & Son, general store, loss \$4,000; R. J. Spofford, drug store, loss \$4,000; F. L. Pero, furniture store, loss \$3,000; C. Hersinger, restaurant, loss \$1,000; Geo. Maronette, residence, loss \$3,000. The postoffice was also destroyed.

The village has no fire protection, though we understand that a system is being installed, but was not near enough completed to be used. A stiff wind fanned the flames and made the work of the fire fighters doubly hard.

The losses were partially covered by insurance, and it is reported that most of those burned out will rebuild as soon as possible.

For the Hunter.
One thing for the amateur hunter to remember, which is more important even than success, is this, BE CAREFUL.

Never, never, let your gun pointed be at any one. That it may unloaded be matters not the least to me. You may kill or you may miss. But all the time think of this: All the game that e'er was bred Won't repay for one man dead.
—National Sportsman.

ABOUT ADVERTISING RATES

More Business Acumen and Less Free Publicity Will Help Country Newspapers.

One of our near-by contemporaries takes it upon himself to criticize his brother editors for accepting a certain advertisement for the Curtis Publishing Co., the caption of the adv. being, "Would \$30.00 a Week Interest You?" The agency sending out this advertisement offered the newspaper man 50 cents for running the plate once, less an agent's commission of 25 per cent. This offer was absurd, and our esteemed brother editor states that he threw the proposition into the waste basket and the plate into the scrap heap. Oh, un-businesslike printerman! Why did you do that? There was good money in that advertisement if you had only gone at it the right way to get it out.

The editor of the Herald received the same proposition, but he did not throw it into the waste basket, neither did he run it at the low rate offered. Instead, he wrote a nice letter to that agency, enclosing his rate card, and as a result got a revised order calling for a net rate more than double the gross rate first offered.

We fully agree with our brother that there must be a more adequate rate for foreign advertising, and the writer is doing his level best, so far as his own paper is concerned, to obtain those better rates. But he believes that the proper way to go about it is not to ignore the agencies entirely by throwing their propositions into the waste basket without reply, but to return the contracts asking for a revision of the same, stating your lowest net rate, or preferably enclosing a rate card, as this creates the impression that you have a fixed rate and are not open to "shoppers." We have followed this plan successfully several times in the recent past and have found it productive of good business at our own rates.

In connection with the adv. mentioned our brother makes the statement that "The Curtis Publishing Co. would not run a 10 inch adv. in either of their publications, the Ladies' Home Journal, the Saturday Evening Post, or the Country Gentleman, for anything less than \$100, and perhaps their rate is more than twice this sum." Yes, their rate is considerable more than twice this sum. For his information and as a matter of interest to anyone in connection with advertising we quote the following rates of the Curtis Publishing Co. for advertising in the Ladies' Home Journal in the year 1912:

Display advertising, per agate line	\$ 8.00
Quarter page, single column, each insertion	1,600.00
Quarter page, double column, each insertion	1,500.00
Half page, each insertion	3,000.00
Full page, inside, each insertion	6,000.00
Second cover, in color, each insertion	7,000.00
Third cover, in color, each insertion	7,000.00
Fourth cover, in color, each insertion	10,000.00

No discounts are allowed from these rates for either space or time, and yet the most expensive space in this publication, the back cover, is contracted from three to five years ahead at all times. The big advertisers evidently believe that advertising pays or they would not spend such enormous sums to place the announcements of their products before the people. In proportion to the number of people reached, the rates quoted above are much higher than those charged by the country newspapers, yet the average merchant thinks he is paying altogether too much money for the service he gets.

The day of the country newspaper as a free publicity bureau has passed, but it is a hard matter to convince some publishers of this fact, and many of them continue to accept advertising at any rate that may be offered them. Only when the whole newspaper fraternity becomes aroused to the existence of costs and the necessity of profits will the trade be put upon a sound business basis.

We would be glad to see some sort of association looking to this end organized in Northeastern Michigan. Many of us cannot spare the time to attend a cost congress held in Kalamazoo or Detroit, but nearly all could attend if one was held at some convenient point and on convenient days. Let's get together, brothers.

NEWS OF THE WORLD

Condensed Paragraphs of Interest Gleaned From the Daily Papers

A special troop train on the Mobile & Ohio railroad went through a trestle at State Line, Miss., Monday, killing 17 soldiers and injuring 100 others.

The seventh annual convention of the Michigan state association for the prevention and relief of tuberculosis will be held at Kalamazoo, November 6 and 7.

The discovery of a large and heretofore unknown body of land in the Arctic regions north of Siberia is reported by a party of Russian explorers. The island is reported to be about the size of Greenland.

St. Louis, Mo., suffered a million dollar loss Monday, when fire destroyed the warehouses belonging to the Chicago & Alton, Baltimore & Ohio, and Clover Leaf railroads. A heavy rain was all that saved the city from a general conflagration.

Six men were wounded, one seriously, when Wm. Beauron, a farmer living near Alpena, fired his shotgun three times at a charivari party which came to his home Saturday night to serenade his daughter, lately married. He has not been arrested.

The newest and largest of the Zeppelin war air ships belonging to the German government, was blown up in mid-air last Friday. Of the 27 men on board, including the entire admiralty trial board, only one survived, and he is so badly injured that he is not expected to live.

Mrs. Emeline Pankhurst, the militant English suffragette, was admitted to the United States Monday, after a conference between the president, secretary of labor and commissioner of immigration. The immigration officials at New York had refused to admit her and the matter was carried to Washington.

A general storm throughout the lake region Monday did great damage to shipping and caused the loss of at least six lives. One ship was wrecked on Lake Erie and another grounded on a reef near Alpena. The storm was accompanied with snow flurries and in some places a fall of one to three inches was reported.

Superintendent of Public Instruction L. L. Wright tendered his resignation to Gov. Ferris on Tuesday, the same to take effect Nov. 15. Mr. Wright has been appointed as superintendent of the Michigan school for the deaf at Flint. Fred L. Keeler of Mt. Pleasant, deputy under Mr. Wright, has been named by Gov. Ferris to succeed to the position of superintendent.

WANTS, FOR SALE, ETC.

Old newspapers for sale at the Herald office, 5c a bundle.

For Sale—A large heating stove in good condition. Inquire at Herald office.

For Sale—Good work mare. Inquire of Dan Frappier, New Townline, R. D. 2, Tawas City, Mich. 42-2

Wanted—An experienced girl for general housework. No other need apply. Inquire of Mrs. C. Nelem, Tawas City.

For Sale—Ideal 6-octave organ, in good condition. Will be sold cheap. For particulars inquire of Lucinda Nash, East Tawas.

Lost—Two spring calves, both steers, one red and one sorrel with white face. Reward for return to Peter Povish, R. D. 1, Tawas City.

Lost—A white milch cow with little short red tail. Horns cut off a little. Five dollars reward for her return to Andrew Sass, Tawas City, Mich.

For Sale—The building in Whittemore formerly occupied by W. D. Douglas as a blacksmith shop. For terms apply to Wm. Charters, Whittemore, Mich.

Girls Wanted—To work in the silk mills. Clean, light work. Good wages and steady employment. If you are looking for work with best conditions and surroundings, address Belding Bros. & Co., Belding, Mich. 46

BE KIND TO YOUR HORSE and all Dumb Creatures—it shows the Gentleman.

TAWAS HERALD

JAS. E. BALLARD, Publisher

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., Oct. 24, 1913

The appointment of Fred L. Keeler as superintendent of public instruction to succeed Luther L. Wright, resigned, will, we believe, give general satisfaction to the people of the state. Mr. Keeler is a man eminently fitted to fill the position and Gov. Ferris has shown his broadmindedness in not adhering strictly to partisan lines in picking a man for this position. Mr. Keeler has been in charge of the science department of the state normal school at Mt. Pleasant since 1895.

A prominent public man has made the prophecy that within the next ten years the president of the United States will be shorn of his appointive powers and that all appointments will be made by a commission. Should this prophecy come true it would take from the president much of his power to control legislation and also to influence the political situation and build up a powerful machine with which to assure his renomination and election.

The railroads of Michigan are again asking permission to boost their freight rates. Their profits during the past few years would indicate that the poor things were in need of this increase. There is no property in Michigan that pays a bigger profit than the railroads and the state railroad commission should firmly refuse any request tending to place a heavier burden on the shippers of the state.

William Sulzer, recently deposed as governor of New York, has been nominated for the state assembly on the progressive ticket. He promises that if elected he will make things warm for those responsible for his being ousted from the governor's chair. Beats all how hard it is for a man to get rid of the political bee after it has once stung him.

Mrs. Pankhurst has been admitted to the United States on her own recognizance and if she is good Uncle Sam will let her talk to her heart's content. But if she preaches the militant doctrine while here, out she goes as an undesirable alien.

Where the Farmer Prospers.
The statement recently made by W. E. Wolfenden, general passenger agent

for the Pere Marquette railroad, that there is now a marked decrease in the movement of Michigan farmers to the Canadian northwest and to southern and western states, and that co-incident with this there was a marked increase in the inquiries for farm literature pertaining to Michigan, is very gratifying. Not only are the farmers of the country making inquiries regarding Michigan farming lands, but there is a steady influx of farmers into the state from the older states and from the better class of immigrants coming into this country, says Mr. Wolfenden.

Michigan is one of the best agricultural states in the United States and this fact should be generally known. Michigan farmers have no excuse for going miles away from home and friends in search of fortune. Fortune lies in the ground beneath their feet, if they only know how to handle the plow in a way to bring the dollars out of the soil. And nowhere in the state is the fact more forcibly demonstrated every year than right here in Emmet county.

The Michigan Agricultural college, the oldest and best institution of its kind in the country, is doing its share to impart this knowledge. To get the benefit of this information it has to give one does not have to be young. The short courses and lectures have made it possible for middle-aged men and old men to secure a fresh start toward prosperity. Books and pamphlets which it makes familiar to the student will teach some of the methods that are redeeming agriculture from the rut into which it has fallen in some places.

Michigan is too good a state to be abandoned, either by farmer, business man or wage earner, for any other in the United States. It is highly creditable to the intelligence of our citizens that they are beginning to realize it.—Petoskey Independent.

Why Are Some Children Cross-Eyed?

The general public has many false ideas concerning this unsightly defect and consequently many parents are prone to neglect it because of the hope or belief that the child will "outgrow it."

Were the real cause and the consequence of neglect of this condition more generally known and accepted, great benefit might result to many unfortunate children and their lives made happier. It is not generally known that in the majority of squinting eyes, blindness results to a greater or less degree unless early attention be given them.

The primary cause in most children who have this defect is the lack of the power of combining the images seen by the two eyes into one. This faculty has been lost or has not been developed with the growth of the child. Its development may have been interfered with by a difference in the two eyes, one being far-sighted, the other near-sighted, or there may be other differences which interfered with harmonious action. The child cannot focus both eyes on an object at the same time, so in order to avoid the discomfort or strain of effort, the weaker eye gives up and crosses in order to avoid the embarrassment of double vision, which would otherwise occur.

Soon this habit becomes fixed, and permanent squint is brought about. The squinting eye, not receiving any stimulus from use, gradually loses the seeing faculty and partial blindness is the result. This loss of vision from disuse is more

rapid in the very young than in older children. If a child begins to squint at the age of six months, and has good vision in each eye, if neglected, will become blind in eight to ten weeks. If he does not begin to squint until he is eighteen months old the progress of the blindness will not be so rapid, but he will be blind in the squinting eye in five or six months.

If he does not begin to squint until the age of three years he seldom loses the power of vision in less than a year thereafter. After the age of six years, the danger is not so great, and the child may retain it to some extent. Every child who shows symptoms of squint should have early attention if sight is to be preserved or the deformity prevented.

Forest Notes.

Siam exports about nine million dollars worth of teak a year.

Torrey pine, a distinct California species, has been found in only two isolated localities in the southern part of the state.

The Automobile Club of America, through its bureau of tours, is urging automobilists to use care with fire in timbered regions.

San Francisco recently received its first cargo of lumber from the Tongass national forest, Alaska. The shipment consisted of 1,500,000 feet of Sitka spruce.

Oils distilled from the needles of spruce and fir trees are being used to scent petroleum floor oils, which are sometimes objectionable on account of their odor.

The governor of Iowa has set aside a fire-prevention day, urging that the citizens discuss conditions and create a sentiment against forest fires and other conflagrations.

The average area administered by a ranger on the federal forests of the United States is about 100,000 acres. In Germany the area administered by a man of equivalent rank is about 700 acres.

One of the largest forest nurseries in the United States is conducted by the forest service near Haugen, Montana. It is known as the Savenac nursery, and has a capacity of 4,000,000 young trees a year.

The republic of Colombia is said to have excellent regulations for its national forests. Lumbermen who take cedar and mahogany are required to plant young trees of the same species in the cut-over spaces.

Three native species of larch furnish timber in the United States. One grows in N. W. England and the lake states another in the Pacific northwest, and the third in the high mountains of the northern Rockies. European larch has been planted extensively in the prairie states.

A Gentle and Effective Laxative.

A mild, gentle and effective laxative is what people demand when suffering from constipation. Thousands swear by Dr. King's New Life Pills. Hugh Tallman of San Antonio, Tex. writes: "They are beyond question the best pills my wife and I have ever taken." They never cause pain. Recommended by J. M. Wuggrazer & Co. and J. E. Dillon. adv

Old papers for sale at this office.

Uses of Beech Wood in the United States.

In this country beech is the favorite material for wooden shoes, the manufacture of which has reached considerable proportions in the United States, according to the department of agriculture, which has just issued a bulletin on the use of the wood. These shoes, the department says, costs from 50 to 75 cents a pair and are good for two years. They are worn by those who have to work in cold or wet places, such as tanneries, breweries and livery stables, and by workmen in steel mills and glass factories who must walk on hot grates or floors. Farmers, too, are classed among the users.

Beech wood is put to a very much wider range of uses than the average person would be likely to suspect. The department says beech enters into hundreds of articles, from hobby-horse rockers to butchers' blocks. We walk on beech floors, eat off beech picnic plates, carry beech baskets, play with beech toys, sit on beech chairs, and in dozens of other ways use articles made of beech almost every day of our lives. Its freedom from taste fits the wood especially for articles which come in contact with foodstuffs, and beech, meat boards, skewers, lard tubs, butter boxes, sugar hogsheads, refrigerators, dishes, spoons and scoops are widely used.

Only one species of beech grows naturally in the United States, but few trees in this country have a wider commercial range. It extends from the Gulf of Mexico into eastern Canada, and in practically every place where it grows it is cut for market. The total yearly output of beech wood in the United States is approximately 500,000,000 board feet.

Why Not Read On a Train?

Many people believe that it is injurious to the eyes to read on a train, but few seem to know why. The reason is the added strain on the delicate muscles of the eyes. The motion of the train shakes the paper or book constantly, thus continually changing its position and its distance from the eyes, keeping the delicate muscles of the eyes in constant action to readjust the focus. Extra work is thus thrown on these tiny muscles as the changing of focus occurs sometimes a hundred times a minute.

Another cause of eye-strain in reading on trains is the poor lighting usually encountered. Often people try to read their evening papers on a train or street-car when the daylight is fading and before the car lights are turned on. Even with the lights on, the situation is not greatly improved. The cars are frequently crowded and strap-hangers sway back and forth between the paper and the source of light. Usually the light is high up in the center of the car ceiling and is badly placed for reading, the light being too far from the paper and the light rays being reflected into the eyes from the book or magazine.

Some trains now carry library cars, which have the source of light behind and at one side of the reader.

The best and newest Pullmans have side lights for reading. The usual railroad car-lighting equipment, however, is antiquated. Public opinion will do much to remedy these defective lighting methods. Illuminating engineers can be secured by railroads and other public carriers to devise proper methods of illumination, so that no excuse can be offered for improper lighting conditions.

The Youth's Companion in 1914.

Seven college presidents and a number of college instructors, including ex-President Taft, will contribute to The Youth's Companion during 1914.

Then there is Gene Stratton Porter, whose stories of Indiana woods and swamps have made her famous, and Kate Douglas Wiggin, who never wrote a dull line in her life, and Mrs. Burton Harrison, who remembers when conversation was really an art as practiced in Washington and in the manor houses of Virginia. And this is just the beginning of the list.

If you know The Companion you have a pretty clear idea of what is in store for next year's readers. If you do not know, ask us to send you sample copies—for instance, those containing the opening chapters of Arthur Stanswood Pier's fine serial—"His Father's Son." Full announcement for 1914 will be sent with the sample copies.

For the year's subscription of \$2.00 there is included The Companion Practical Home Calendar for 1914, and all the issues of the paper for the remaining weeks of 1913, dating from the time the subscription is received.

THE YOUTH'S COMPANION,
144 Berkeley St., Boston, Mass.
New subscriptions received at this office.

Old newspapers for sale at the Herald office, 5c a bundle.

IN A DRESSING ROOM

By LILLIAN WOODS.

"My, I thought I wasn't going to be able to come!" exclaimed Miss Finch, peering closer into the mirror and adding a delicate touch of excitement to her cheeks.

"You know, I hinted and hinted," she explained, "but Paul hadn't any ears at all! My, I wouldn't have missed it for a farm! The floor's swell, ain't it? And, say, did you see the orchestra they've got? All of fifteen pieces! Must have cost them something, let me tell you!"

"Yes," rejoined Miss Smithson, as she delved for a powder bag and began its careful application.

Honest, Miss Finch, I envy you—your color comes and goes at your own good will! Now, when I put on my best dress and get my hair combed my face begins to show signs of labor and by the time I get on the floor I look like a washerwoman! Honest, it's an awful trial."

Miss Smithson gave her cheeks another coating of the powder to cover the offending color, and restored the bag to its place. Then she unwrapped her slippers.

"You know, some girls think they can't come to a dance unless they have a carriage; but I'm not so stuck up yet awhile! Now, here my slippers will look just as good as if I'd walked on a red carpet to an automobile from my own house and from the automobile in here, don't they, now?"

Miss Smithson put up a languid foot and motioned to the maid to assist her.

"You saw that girl that just went out?" went on Miss Smithson. "Well, what do you suppose I heard her say? I wasn't listening, but she talked for the benefit of us all, as anyone could tell, so I just took it in. She said that hair was all here! She said she just ran a comb through it in the morning and the curls fell that way! As if you couldn't see a mile away that she bought it by the yard! Isn't it funny how some people will think they can put one over? But I should worry about it!"

"No, it's not as if we should scorn to buy it by the yard ourselves," remarked Miss Finch, pinning a rose into a cluster of curls before applying the whole to her coiffure.

"Well, I like that!" retorted Miss Smithson. "All I got on is my own—and I'm not afraid to take it down!"

Miss Finch changed the subject hastily. "You didn't say anything about



"It's Worth \$30 If It's Worth a Cent."

"my gown," she remarked. "I got it at a sale. It's worth \$30 if it's worth a cent, and I'd be ashamed to say what I got it for, just because they had to make room for summer goods, they said." She gazed at her reflection in the mirror appreciatively. "You know, I was afraid I'd be conspicuous here in it, but I guess it's going to be some dance, and I'll be glad I wore it. It's too bad you didn't."

"I had this made specially for this dance," interrupted Miss Smithson, with dignity. "The fussy things are all out—that's why they sell them so cheap—and the whole thing now is the plain dress with good lines. I was afraid it wouldn't be done for tonight, and I'd have to wear one of those beaded things like yours that I had last winter, but a woman who was going abroad decided to wait a while longer, so the dressmaker was able to finish this!" Miss Smithson drew up her skirts and stood before the mirror in pleased scrutiny.

"I think we'd better get a move on us if we want the first dance—I hear the music, and the boys'll be frantic," suggested Miss Finch.

"It'll do them good to wait—they'll appreciate us all the more when we get there," replied the sophisticated Miss Smithson, giving a parting touch to her complexion before the mirror. "This sure is my color—I feel that I am going to enjoy myself tonight. I always can tell!"

"Oh, goodness! Maybe they'll ask some one for the first dance. Come on! Let's run!"—Chicago Daily News.

All Gone.

Doctor—My dear sir, you must give your wife some change.

Husband—Good heavens, doctor, how can I do that when she goes through my pockets regularly every night!

BANK OF WHITTEMORE

J. C. WEINBERG, Pres. E. J. WEINBERG, Vice-Pres. J. E. DANIN, Cashier

A General Banking Business Transacted

Courteous treatment and every accommodation consistent with safe banking will be given. We Invite Your Business

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Land Surveying. Estimates furnished on all classes of engineering work. Maps, Plans, Profiles a speciality.

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Tawas City, Mich.

Wood, Brick or Cement Construction. Special Attention to Stair Work and Interior Finish.

Plans and Specifications Furnished

The Iosco Creamery Co.

Whittemore, Mich.

Slowly, unwillingly, but certainly must the centralizing creamery system retreat before the progress of the local creamery, where sterling integrity and business methods are embodied in its management. By quality, without any attempt to throw suspicion on a competitor, have we established a large, rapidly growing business. We assure our patrons of our sincere appreciation, and we promise all old and new patrons always to do our utmost in helping to make the dairy business remunerative for the farmers of this locality.



WHY bother with poor lamps, when you can get the best **STERLING** at no greater cost? More light for less money, that is what the Sterling Lamp will do for you.

We have a full stock always on hand at the following prices:

10 watts to 40 watts	35c
60 "	45c
100 "	80c

In the meantime, you are thinking of warmer clothing these cold days. Inspect our lines of

Blankets
Sweaters
Underwear

Everything to Keep You Warm

F. F. TAYLOR & CO.

"The Store of High Quality and Low Price"

Phone 41 Tawas City

DR. A. B. CARSON

DENTAL SURGEON

Tawas City, Mich., Oct. 24, 1913.

To the People of Tawas City and Iosco County:

I am now located in Tawas City and will be found every day in the week (Sundays by appointment only) at my office which is situated above Woizeschke's store.

I am a graduate of the University of Michigan and was for some time associated with Dr. E. D. Slawson of Bay City. Have been practicing in Western Michigan for the past two years.

All services performed by me will be guaranteed to give satisfaction.

Very truly yours,

DR. A. B. CARSON

\$400
KNIGHT-BRINKERHOFF
Piano
 Slightly used
 For Sale at
\$218
 Call on Grinnell Bros.' Agent
 at Hotel Isosco

"I Like To Grind Tzar Coffee—It Smells So Good"

The rich fragrant aroma from Tzar Coffee pleases everybody. You know it is good the minute you smell it. You'll like it much better as soon as you taste it.

Tzar Coffee is a high grade coffee at 35c—blended and roasted by experts.

Nero	30c
Marigold	32c
Pleasant Valley	40c

RO-VACCO is a special Cut Coffee at 35c—try it with a convenient Tricolor.

Pleasant Valley Teas
 50c - 60c - 80c

If you are particular about your tea you should try Pleasant Valley Teas. They're delightfully delicious. Order Today.

W. L. PRICE, Whittemore, Mich. KUNZE & APPLIN, East Tawas, Mich.
 ED. J. WOIZESCHKE, Tawas City G. A. PRINGLE, McIvor, Mich.

Jackson STIFF Fence
 and what the purchase of Jackson fence means

1. Guaranteed full gauge wire
2. Hand drawn steel wire
2. No combination of metals to cause rapid corrosion
4. Tie or knot cannot slip
5. Only fence on the market with a combined double crimp and flat wave
6. Extreme durability
7. We have a good supply and furnish stretcher free to those whose purchases are made at our store

Call and see this fence
W. H. PRINGLE, Emery Junction

AUCTION SALE

The undersigned will sell at public auction at his farm one-half mile west and one-half mile north of Watt's store on Hemlock road, on

TUESDAY, NOVEMBER 4th
 the following stock and personal property, to wit

1 Span Bay Geldings, well matched, 7 years old	1 Deering Mower
1 Brown Horse, 10 years old	1 Deering Horse, 1 Disc
1 Brood Mare, 9 years old	1 Spring Tooth Harrow
2 Mare Colts, 1 year old	1 Spike Tooth Harrow
1 Mare, 2 years old	1 Woven Wire Stretcher
2 Spring Colts, 1 year old	1 Grain Drill
1 Spring Colt	2 One-horse Cultivators
11 Milch Cows	1 Set Single Harness
1 Jersey Bull, 8mo old thorough-bred	1 Top Buggy
3 Yearling Steers	1 Lumber Wagon
1 Bull, 3 years old	1 Horse Fork Rope 160 ft long
1 Yearling Heifer	About 20 tons of Hay
6 Spring Calves, 1 Brood Sow	A quantity of Corn in shock
11 Small Pigs, 9 Geese	A quantity of Rutabagas
1 McCormick Binder	A quantity of Stove Wood
	1 DeLaval Cream Separator
	1 Root Pulper

Sale commences at 10:00 a. m. sharp. Lunch served at noon

TERMS OF SALE—All sums of \$5.00 and under, cash; on sums over that amount, one year's time will be given on bankable notes bearing 7 per cent interest.

REUBEN VANSICKLE, Prop.
 L. A. CHICHESTER, Clerk WM. HULSIZER, Auctioneer

The Man Who Brought Alfalfa From Siberia.

In 1897 James Wilson, then secretary of agriculture, who had known Professor Hansen at Ames, called upon him to go to Russia and Asia as the nation's first plant explorer. He was to get drought-resistant and cold-resistant plants of commercial value to supplement those of the northwest or other parts of the United States.

Having crossed through northern Europe, and made his way eastward and then southward across Russia again, the professor turned southward through Transcaucasia, and then sailed over the Caspian sea to the realms of the Turkoman. Here he came face to face with the problem in the discovery of a hardy alfalfa.

It was almost like discovering a new continent. Here was an alfalfa that nature, doubtless through thousands of years, had inured to drouth and cold. It held hardness.

Hardness had been worked into it by nature's slow processes as the plant had traveled with infinite pains from the southward; perhaps in Persia, where as the common alfalfas of the United States had traveled another way. These were taken from Persia to Greece in the fifth century B. C. Thence they were carried to Italy and Spain, and after that to South America, long after which they were brought to the southwestern states. They had never had an opportunity to spread northward through long centuries of time, becoming hardy by infinitely slow degrees, as had those of the part of Asia where Professor Hansen had just made his discovery. With the discoverer's philosophy of plant hardness, however, the hardness of these new alfalfas could be transferred to other alfalfas, and a variety both luxuriant and hardy could be invented. That is, if this newly discovered alfalfa would not itself do as a successful forage in the middle west of the United States.

But the thing to do was to follow this new plant northward, and find out the home of the hardiest of the hardy. With this in mind he set out. He followed the trail across deserts, among wild and forbidding mountains, along routes infested by bandits, tracing it by caravan for 1,300 miles to a latitude about level with St. Paul—45 degrees north—in the very heart of Asia. The tale as he tells it is one that stirs the blood. Along the difficult way he interviewed natives, soldiers, and the horses in the markets. He, and his company gathered seed by hand out on the steppes. Then winter overtook him a little to the northwestward of the Chinese frontier, and, risking his life by exposure, he made a 700 miles dash northward to Omsk on the Trans-Siberian railway, whence he started westward with his precious freight of seeds.

Professor Hansen believes that even rough lands of the high-and-dry kind in the northwest of our country can be made valuable—possibly worth one hundred dollars an acre—if they can be made to grow alfalfas. The success of South Dakota's campaign, which is already assured through the cooperative work of some 1,500 farmers under the professor's direction, will, therefore, point the way to the profitable use of millions upon millions of acres of uplands in the vast region between the Mississippi and the Missouri rivers on the east, and the Rocky mountains on the west, and from the Panhandle of Texas on the south far to the northward. This will mean reclamation of a high order and on an immense scale where irrigation is out of the question.

Alfalfas for such areas had long been dreamed of but never realized in this country. From the Panhandle of Texas, from Colorado, Idaho, Montana and elsewhere came the cry for something of the kind, but in vain. The common alfalfas would not do. Unless provided with ample moisture in the summer and covered with a blanket of snow in the winter they would die out. A hardier variety must be found. Then came Professor Hansen with a new philosophy of plant life and the discovery of hardy alfalfas in Russia and in the heart of Asia, giving promise of a vast extension of the alfalfa belt on this continent and of a drouth-resistant and cold-resistant forage for the high-and-dry uplands. It is upon experiments with these new alfalfas that men and women who have been trying to subjugate dry, cold areas are now building their hopes.—American Review of Reviews.

Wastes From Desks Goes Into Brushes.
 Waste wood in the manufacture of school desks is now being used for the back of cheap brushes, according to the statement of the forest service.

A large manufacturer of school desks in Michigan had a considerable amount of waste material in sizes which were

too short to enter into the manufacture of the smallest desks, and could not be utilized further with his machinery or in his line of work. This material was all hard maple in pieces an inch thick, a foot or so long, and about three inches wide. For a long time it had been consigned to the wood pile and sold as firewood. This waste amounted to from 1,000 to 1,500 board feet each day. A nearby manufacturer was using about this quantity of maple, which he was sawing up into small pieces for making the backs of cheap brushes.

Members of the forest service, investigating methods of eliminating factory waste, conceived the idea that the blocks used by the brush factory could be readily secured from the waste of the school desk manufacturer, and on this basis got the two together. Arrangements were made so that the brush manufacturer now places orders with the other firm for its raw material, and what was formerly waste is now a source of profit.

Not Easily Perturbed.
 "The American girl," said Mayor Ainslie, at a bachelor dinner in Richmond, "is noted for her beauty and intelligence, and she is also noted for her adroitness. Circumstance can never confound her."

"A typical American girl, young and beautiful, sat with her clear eyes fixed ardently on the orbs of a young man who, seated at her side, poured forth his soul in a declaration of love. "Suddenly the girl's brow darkened. A look of pain overspread her face. With a queeny gesture she silenced the love-stricken youth."

"Wait, wait!" she cried.
 "The next moment the sneeze came, and at once the ardent and tender glow stole back into her eyes, and, laying her hand on the young man's sleeve, she murmured:
 "As you were saying, Alfred?"

Pickets Saved Child's Life.
 Falling three stories to be unhurt, a two-year-old child named Phillips had a notable escape from death at Weehawken, N. J., the other day. The child had been left alone for a few moments in a room of his parents' house, when he climbed on a chair in front of an open window and gazed out. Later his mother heard a scream and rushed into the room to find the child gone. He had crawled out of the window and had fallen three stories. The frightened mother rushed down the stairs and found the baby unhurt. He had just grazed a picket fence and the pickets had caught his clothing, held him for a moment, and then dropped him gently to the pavement.

His Indefinite Status.
 "What brought you to this sad situation?" inquired the jaller.
 "I got caught between stations," answered the grafter. "I couldn't be on the level and I wasn't strong enough to figure as the man higher up."

Nearly Washed.
 Ragged Haggard—You had a mighty close call in dot lodgin' house fire, didn't you?
 Seldum Fed—Bet yer neck! Dem fremen squirted water widin two feet o' me!—Puck.

Turn of Phrase.
 The Cigar Smoker (facetiously)—Still studying the sea, professor? You must know it upside down by now.
 The Professor (feelingly)—Say, rather, inside out!—Sketch.

Reason Enough.
 "Mr. Jinks has canceled all social engagements. Has there been a death in the family?"
 "No, they are hunting for a house."

On the Trolley.
 "They say there is always room at the top."
 "Not always. Sometimes you can't even get a strap."

Corrected.
 Irate Patron—"I thought this railroad was for the benefit of the public." Railroad Official—"You're away off. The public is for the benefit of the railroad."

\$100 Reward, \$100
 The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.
 Address: F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c.
 Take Hall's Family Pills for constipation.

Probate Order.
 STATE OF MICHIGAN, the probate court for the county of Isosco.
 At a session of said court, held at the probate office, in the city of Tawas City, in said county, on the 19th day of October, A. D. 1913.
 Present: Hon. David Davison, Judge of Probate.
 In the matter of the estate of John C. Mitchell, deceased. Joseph C. Mitchell having filed in said court a petition praying that the administration of said estate be granted to Joseph D. Mitchell, or to some other suitable person.
 It is ordered, that the 14th day of November, A. D. 1913, at ten o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing said petition.
 It is further ordered that public notice thereof be given by publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Tawas Herald, a newspaper printed and circulated in said county.
 DAVID DAVISON, Judge of Probate.
 A true copy.
 M. A. Crandall, Register of Probate.

SHOT GUNS AND RIFLES

Can be Bought in Tawas City as Cheap as in the Large Cities, and Express Saved.

One of our Hardware firms offers to furnish any standard make shot gun or rifle at lowest mail order price, besides saving express charges. For instance, the favorite 32 Special and 30 cal. Winchester can be had for \$16.54, while the 38-55 costs only \$13.16.

A Remington pump gun is \$22.75, an Ithaca shot gun, hammerless, sells for \$19.00 for the field gun and \$22.00 for the No. 1 Special.

It's worth your time and attention to look over these goods instead of sending your money away.

When it goes to Chicago
 It never comes back;
 When it stays in Isosco,
 You hear the dimes crack.

C. H. Prescott & Sons will be glad to give you a Winchester catalog, a copy of the new game laws, and show you the gun you want to buy. Give them the chance. adv

Terms of Court.
 STATE OF MICHIGAN,
 Twenty Third Judicial Circuit.
 Pursuant to Statute I hereby fix the terms of court in the several counties of said circuit for the years 1914 and 1915 as follows:

In the county of Oscoda: On the second Tuesday of January, and the first Tuesdays of April, June and September.

In the county of Alcona: On the first Monday after the second Tuesday in January, and the first Mondays after the first Tuesdays of April, June and September.

In the county of Isosco: On the second Monday after the second Tuesday in January, and the second Mondays after the first Tuesdays of April, June and September.
 Dated September 19th, 1913.
 MAIN J. CONNINE,
 ady Circuit Judge.

CHURCH ANNOUNCEMENTS.

TAWAS CITY.
 M. E. Church.
 JOHN FINCHES, PASTOR.
 All services on standard time.
 Preaching every Sunday at 10:00 a. m.
 Sunday school, 11:30 a. m.
 Thursday evening, devotional quiet hour, 7:00 p. m.
 We extend a cordial invitation to one and all to unite with us in any or all of these services.

Baptist Church.
 O. E. MOFFET, A. M., PASTOR.
 Preaching Sunday at 10:30 a. m. and 7 p. m. (standard time).
 At Hemlock Road at 2:30 p. m.
 Sunday school, 11 a. m.
 Epworth League devotional, 6:00 p. m.
 Preaching service, 7:00 p. m.
 Prayer meeting every Thursday evening at 7:00.
 Preaching service at Alabaster every Sunday afternoon at 3:30. Alabaster time.
 Every one is most cordially welcome to all the meetings of the church.

St. Joseph's Church, Catholic.
 REV. E. A. KINNEY, PASTOR.
 Services every Sunday as follows:
 Low Mass and Holy Communion at 8:30 a. m.
 High Mass and Sermon, 10:30 a. m.
 Baptisms, 2:30 p. m.
 Catechetical instruction, 2:30 p. m.
 Vespers, Benediction of Blessed Sacrament, 7:30 p. m.

Christ Church.
 W. R. BLANCHFORD, RECTOR.
 Holy communion, 7:30 a. m.
 Morning prayer, 10:30 a. m.
 Evening prayer, 7:00 p. m.

"I'm Sure of Good Results"

Columbus Flour

Think of delicious, wholesome bread and dainty, tempting pastry all from the same flour.

It's real economy to use Columbus Flour for home baking. It makes more loaves of Bigger, Whiter, Sweeter bread than other flours. The uniformity in quality makes it a pleasure to use Columbus Flour.

Add Columbus Flour to Your Order Today
DAVID STOTT,
 Miller,
 Detroit, Mich.

Advertising in the Herald Brings Good Results

The Family Cough Medicine.

In every home there should be a bottle of Dr. King's New Discovery ready for immediate use when any member of the family contract a cold or cough. Prompt use will stop the spread of sickness. S. A. Stid of Mason, Mich., writes: "My whole family depends upon Dr. King's New Discovery as the best cough and cold medicine in the world. Two 50c bottles cured me of pneumonia." Thousands of other families have been equally benefited and depend entirely upon Dr. King's New Discovery to cure their coughs, colds, throat and lung troubles. Every dose helps. Price 50c and \$1.00 at J. M. Wiggazzer & Co. and J. E. Dillon's. adv

DETROIT & MACKINAC RY.

LAKE HURON SHORE LINE
 Time Table in Effect June 22, 1913.
 Central Standard Time.
 From Tawas City, Mich.

TRAINS NORTH.
 Train No. 21—Leaves 10:10 a. m. week days. Accommodation Rose City and Prescott to East Tawas via Emery Junction. Coaches. Way freight Bay City to Alpena Junction.
 16—Leaves 11:55 a. m. week days. Way freight Bay City to Alpena Junction.
 3—Leaves 2:47 p. m. week days. Solid vestibuled train through without change. Detroit to Cheboygan. Coaches, Cafe Car, Parlor Car with electric fans, electric lights, etc.
 25—Leaves 5:30 p. m. Tuesdays, Thursdays and Saturdays only. Way freight Rose City to East Tawas.
 37—Leaves 6:10 p. m. week days. Accommodation Prescott to East Tawas. Coaches.
 9—Leaves 12:48 a. m. every day. Solid vestibuled train Bay City to Cheboygan, Coaches, Sleeping car Bay City to Alpena.

TRAINS SOUTH.
 32—Leaves 7:05 a. m. week days. Accommodation East Tawas to Prescott. Coaches.
 23—Leaves 8:25 a. m. Tuesdays, Thursdays and Saturdays only. Way freight East Tawas to Rose City.
 4—Leaves 9:15 a. m. week days. Solid vestibuled train, through without change Cheboygan to Bay City. Coaches, Cafe car, Parlor car with electric fans, electric lights, etc. Connects with P. M. R. R. vestibuled train for Detroit. Connects at Bay City with coach and parlor car trains arriving at Chicago at 8:55 p. m. and 9:30 p. m.
 10—Leaves 11:55 a. m. week days. Way freight Alpena Junction to North Bay City.
 22—Leaves 12:30 p. m. week days. Accommodation East Tawas to Rose City and Prescott. Coaches.
 10—Leaves 7:20 p. m. every day. Solid vestibuled train Cheboygan to Bay City. Coaches. Sleeping car Alpena to Detroit. Connects at Bay City with coach and sleeping car trains via Michigan Central R. R. and Grand Trunk R. R., arriving at Chicago next morning.
 Parlor car fare, Bay City and Cheboygan 75c; Detroit and Cheboygan \$1.25. Bay City and Alpena 50c. Detroit and Alpena \$1.50. Bay City and East Tawas 25c. Meals a la carte in cafe cars. During summer season trains 3 and 4 arrive at and depart from Cheboygan boat docks, Trains 2 and 7 run to Tawas Beach during summer season.
 Train 10 stops 30 minutes for supper at Tawas Beach Club House (hotel) during the summer months and at East Tawas during the winter months.
 W. G. MACEJWARD, G. P. & A., Bay City.
 N. D. MURCHISON, Agent, Tawas City.

DR. WM. N. YEAGER

DENTIST
 At Tawas City first Tuesday, Wednesday and Thursday of each month.
 Office upstairs in McDonald Building
 At Rose City Fridays, Saturdays, Sundays and Mondays.

HOTEL HILDERBRANDT
 W. W. BROWN, Prop.
 Newly Furnished. Clean Sheets for every Man. Rooms 25 and 50 cts. Heated Rooms 75c.
American Plan \$1 and \$1.50 per Day.
 LIVERY AND FEED BARN
 Main Street, next to Bank and Postoffice
HALE, MICH

A. W. BLACK
 ATTORNEY-AT-LAW.
 Prosecuting Attorney, Isosco Court
 Admitted to practice in all courts. Attention given to all forms of legal business, collections etc. Surety Bonds, Fire Insurance, Burglary and Plate Insurance and Office in Real Estate.
 Notary Public in Office
 OFFICES: Tawas City and East Tawas.

E. L. KING
 Licensed Embalmer and Funeral Director
 Night or Day Calls Promptly Attended
 Office Phones 23 or 51 Home Phone 19
 EAST TAWAS and TAWAS CITY

DR. CHAS. V. CRANE

PHYSICIAN and SURGEON
 Tawas City, Michigan
 Graduate of University of Mich. Prompt attention, to all calls.
 Office over Swartz's Grocery Store
OFFICE HOURS:
 9:00 to 12 a. m. 1:30 to 6 p. m.
 Evening 7 to 8. Sundays 11 a. m. to 1 p. m.
 Office Phone 164-3 Rings.
 Residence Phone 164-4 Rings.

CHICHESTER'S PILLS
 THE GREAT BRITISH LADIES' ASK YOUR DRUGGIST FOR CHICHESTER'S DIAMOND BRAND PILLS IN RED AND GOLD METALLIC HOUS, sealed with Blue Ribbon. Take no other. Buy of your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS, for 25 years known as Best. Safest. Always Reliable.
 SOLD BY DRUGGISTS EVERYWHERE

CHAS. A. LYON

Doctor of Chiropractic
 Specialist in Scientific Chiropractic. Specific drugless treatments for chronic and nervous diseases.
TAWAS CITY, MICHIGAN

Oh! How Good!

Buckwheat cakes and syrup for breakfast these cool mornings just hit the spot. And if the cakes are made with our

Self-Raising Buckwheat Flour and covered with Ohio Syrup

they will taste just right. Of course you should have a cup of Chase & Sanborn's Coffee to accompany them.

ED. J. WOIZESCHKE
 TAWAS CITY, MICH.

Tawas City Creamery
 GEORGE FAHSELT, Proprietor.

We pay the highest market price for cream at all times, and we assure our patrons of fair, honest treatment and prompt payment of all checks.

BUTTER DELIVERY

We will deliver butter to patrons of Tawas City and East Tawas on Wednesday of each week, and the prices will always be right. :: :: ::

TAWAS CITY CREAMERY
 EARL FAHSELT, Mgr.

The Herald \$1.50 Per Year

Whittemore and Vicinity.

Joe Danin returned Tuesday from a few days business trip to Bay City and Detroit.

Will Allen, who is employed at the dam, has been visiting his parents here this week.

W. A. Curtis has the frame for his new house completed, and expects to have it all enclosed before the real cold weather comes.

Mrs. W. G. Peterhans returned this week to her home at Los Angeles, Calif., after a visit at the home of her mother, Mrs. Flynn.

There will be a box social and a freereertainment at the Taft school Wednesday evening, Oct. 29. All are cordially invited and a good time is promised.

Jim Belchamber was at Tawas City last week doing a job of painting. Jim was unfortunate enough to lose most of his tools in the fire at Turner Monday night.

Ladies wishing anything in the millinery line are requested to call at Mrs. John McLean's, where Mrs. A. W. Colby has a fine line of up-to-date goods on display. adv

Several more cars of beans, potatoes and apples have been shipped by our elevator man this week. Really,

we didn't think there were as many apples in the country as Jacques is getting. He shipped 1,000 bushels in one car.

Reno Rumbings

Wedding bells will soon be ringing.

Miss Gula West visited at Hale last week.

Many from here attended the dance at Hale this week.

Cold weather is coming. The wind hits the Cleveland ranch.

Henry Welch shipped a number of car loads of cattle last week.

Jerry Williams left Saturday to spend the winter in Saginaw.

Mrs. Sam Hutchinson visited at the Cleveland ranch Tuesday.

Alfred Ballard is a Reno visitor quite often. Who's the girl, Alf?

Mr. and Mrs. Ern. Vance visited at the home of Mrs. Hartley Sunday.

Jay Clark of Linden, Mich., was a Reno and Hale visitor one day this week.

Mrs. T. Jackson and daughter, Miss Nellie, were Tawas visitors last week.

Mr. and Mrs. James Robinson of Whittemore were Reno visitors last week.

Mr. and Mrs. Arthur Latter visited at the home of Sam Hutchinson Sunday.

The little son of Mr. and Mrs. Alex. Robinson has been very sick the past week.

The Merry Bachelor Girls' club met at the home of Miss Beulah Johnson last week.

Mrs. S. Johnson has moved to Flint, where she will join her husband who is employed there.

The dance held in the Gleaner hall last Friday evening was largely attended, and all reported a good time.

Tracy, the infant son of Mr. and Mrs. Alex. Robinson, who has been seriously ill, is now considered out of danger.

Karl Ohens and sister Ella left last week for Ohio after a visit with their sisters, Mrs. Fred Wolf and Mrs. Beaubien.

There will be a box social and a free entertainment at the Taft school Wednesday evening, Oct. 29. All are cordially invited and a good time is promised.

Mrs. John Queen has returned to Gageton, also Mrs. T. J. Donahue has returned to Vancouver after a week's visit with their sister and cousin, Mrs. T. Jackson.

Misses Nellie and Esther Jackson left Saturday for Detroit, where Miss Nellie has been offered a good position. Miss Esther will visit Bay City, Detroit, Gageton and different parts of the state before returning.

Laidlawville Notes.

Mr. Campbell visited our school one day last week.

Miss Luella Brown of Tawas called on friends here Sunday.

Miss Gertrude Wood left Monday for Bay City to remain indefinitely.

Mrs. W. E. Laidlaw spent Wednesday with her mother, Mrs. Culham, of Tawas.

Mr. and Mrs. W. E. Laidlaw entertained Miss Lucy Curry and Earl Allen of Grant on Sunday.

Chester Allen of Bay City was a guest at the home of "Jack" Matneon last Saturday and Sunday.

W. E. Laidlaw attended the meeting of the directors of the county schools at Tawas on Wednesday.

Mr. Main and a friend and fellow pitcher of the Buffalo ball team are enjoying a few weeks of rest at Mr. M.'s cottage at Island Lake.

Anton, Andrew and Walter Anschutz and Roy Wood arrived home Tuesday night from Sask., Can. They say "Michigan, My Michigan," is "Home Sweet Home to me."

George Lake arrived here Saturday from the Canadian northwest, and spent a few days with relatives and friends. He left Wednesday for Bay City to join Mrs. Lake and children.

South Branch.

Wedding bells will soon be ringing.

Mrs. Addie Martindale is visiting in Alpena this week.

S. A. Robinson went to Bay City Tuesday, returning home Friday.

Mrs. Gertrude Harrington has gone to Bay City for an indefinite time.

Farmers are almost through their potato digging, which with some are a good crop; others are not so good.

Jerry Marsh returned home from Lansing Monday, where he went to visit his two little ones.

The infant daughter of Joe Woodbury and wife died at the home of Henry Woodbury Friday night of cholera infantum. Funeral Sunday at 10 o'clock from the home.

Hemlock Slivers.

Miss Nona Laird Sundayed at home.

Vine school had chicory vacation last week.

Fred Pfahl went to Flint Friday for a few days visit.

Miss Edith Schriaber spent Sunday at her home in East Tawas.

Miss Alma Ferrister went to Saginaw Wednesday for a visit with relatives.

Anthony Schneider and Sim Pavelock of Sherman were callers here Sunday.

Mr. and Mrs. Ed. Graham and family spent Sunday with George Fahseldts.

Mr. and Mrs. Milo Stevens of Wilber were visitors at Samuel Bradford's Sunday.

Mr. and Mrs. James Crane of

Canada are visiting at C.W. Force's and other relatives here.

Mr. and Mrs. S. Bradford and children have returned from a two weeks visit in Ohio.

Mrs. J. K. Crissman was called to Armada Monday by the sudden death of her niece, Miss Adelia Hulett.

The chicken pie supper was a success, socially and financially, \$29.00 being netted toward church pait.

A bunch of Hemlock Slivers were camping at Sand Lake last Friday and Saturday. They enjoyed a marshmallow roast Saturday evening.

Alabaster Dust.

A. Spring was in Tawas Sunday.

Mrs. E. Johnson was at Tawas last Monday.

Nick Michalski made a business trip to Tawas Thursday.

Mr. and Mrs. George Baker were business callers at East Tawas Tuesday.

Allan Binder, Emil Johnson and Ed. Sheldon left for Detroit last week.

Thomas F. Robinson was at Tawas last week attending the meeting of the board of supervisors.

Victor Makinen has put a bean attachment on his threshing machine, and is out threshing beans this week.

A dance is going to be given at the Hotel Cadillac, Friday evening, Oct. 31, 1913. Everybody cordially invited.

Amos Hendrickson while out hunting with his 22-caliber rifle last week accidentally discharged the gun, and the bullet entered his foot. Dr. Crane is attending him.

While driving to Tawas last Wednesday afternoon Arthur White's horses became frightened and ran away. The two ladies that were with him, his wife and his sister Hattie, were badly injured, but they are recovering nicely at this writing.

Sherman Shots.

Chester Norris was at Bay City Saturday.

John Goldsmith spent Sunday at Tawas City.

Rev. J. B. Brown held services at the church Sunday.

Don't forget the box social in the town hall Friday, (tonight).

Charles Schneider and Amil Scherett were visiting at Whittemore Sunday.

Etta Jordan is sick with typhoid fever. Her brother Albie is able to be up.

Mat Pavelock, who has been sick with typhoid fever, is able to be up and around again.

Our school directors were at Tawas Wednesday to attend the annual meeting at the court house.

Misses Anna Sands and May Murray spent the first part of the week at their homes at Tawas City.

Mr. and Mrs. Willington Van Sickle of Grant spent Sunday at the home of Mr. and Mrs. Frank Schneider.

Farmers and others in Sherman township, including many motorists, passing through on the Detroit-to-Mackinac automobile route, are freely praising the work of Charles Malcom, of Tawas City, contractor, who recently assisted in completing a fine new road bed north of McIvor. The road connects with the new stone road running south of McIvor towards Turner, and makes a fine stretch. The cement culverts put in by Mr. Malcom are not only serviceable but are artistic, exhibiting skill in workmanship seldom seen on rural roads. This new piece of modern highway will be completed when the coat of gravel is applied and will be one of the finest in the county, placing Iosco county pretty well towards the top of the list in progressive road making.

Hotel vs. Newspaper.

Running a newspaper is just like running a hotel, only different. When a man goes into a hotel and finds something on the table which does not suit him, he does not raise hades with the landlord and tell him to stop his old hotel. Well, hardly. He sets that aside and wades into the dishes that suit him.

It is different with some newspaper readers. They find an article occasionally that does not suit them exactly and, without stopping to think it may please hundreds of other readers, make a grandstand play and tell the editor how a paper should be run and what should be put into it, but such people are becoming fewer every year.—Ex.

Keystone.

Arthur Colvin called on James McMillan Sunday.

We hear that Hamilton Nichols has sold his farm.

John Seebeck and family visited at Jake Seebeck's Sunday.

Mr. and Mrs. Willard Smith visited at D. Smith's Sunday evening.

Mr. and Mrs. J. Sloat left Friday for Beaverton, Mich., on a visit.

Several of our people spent a lively afternoon at Prescott Saturday.

Mrs. Bert Dunill's mother, Mrs. Fitzpatrick, is visiting here.

Mr. and Mrs. H. Nichols and

family visited at A. Nichol's Sunday.

Miss Isabelle Wilson will leave Oct. 27 for Oregon, where she will visit her sister.

Mr. and Mrs. Geo. King and family visited at Mrs. King's father's, S. Nichols, Sunday.

Do not fail to come and see "Cabbage Hill School" Buy a necktie and have a jolly good time, Oct. 29, 1913, at Keystone school.

Mr. Bears is making some good improvement in our settlement by clearing and fencing the land around the school house, which he has recently purchased.

Hale and Vicinity.

We have many cattle buyers here at present.

F. S. Bartlet is spending this week here with his son, Clarence.

Potatoes and beans are being shipped from here this week.

James McKeen and Charles Bissonette were business visitors here from the Dam Wednesday.

Come to our Sunday school and young people's meetings. They are instructive and interesting.

Many of our school boys were delighted today (Thursday) when they saw the first few flakes of snow.

Our farmers are very busy preparing for the long winter that is by all indications very close at hand.

W. J. Curry, who has been in California the past year, returned Monday for a visit with friends here.

J. Clark returned Tuesday to his home at Linden, after spending several days in this vicinity on business.

F. E. Bernard, who has been in town several weeks on business, returned Tuesday to his home at Hattont, Ohio.

Percy N. Thornton visited his parents and many friends here from Saturday to Tuesday, when he returned to his work in the Herald office.

Hiram H. Hammond attended a meeting of the school officers at Tawas City Tuesday. Hiram is director of school district No. 8, Plainfield township.

There will be a box social and a free entertainment at the Taft school Wednesday evening, Oct. 29. All are cordially invited and a good time is promised.

In the country, in the town, Yellow leaves are falling down; Apples piled beneath the trees, On, the joy of days like these.

—October.

Mrs. Wilcox and her son, Francis Kinch, are planning on leaving here next Tuesday for the southern part of the state, where they expect to make their future home.

Messrs. S. B. Yawger, H. E. Nunn, A. Syze, R. D. Brown and Dwight Arthur attended a special communication of the Tawas City Masonic lodge last Saturday evening.

A county fair social will be given at the town hall Hallowe'en by the young people's class of the Baptist Sunday school. A short program will be given. Everybody come and see the fun. adv

Monday evening the building in which R. D. Brown's hardware store is located caught on fire, and but for the efficiency of our volunteer fire department a serious conflagration might have resulted. The fire was extinguished without any serious damage being done.

Hotel vs. Newspaper.

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We Have Just Received Another Car of

"Best on Record" Flour

Let us supply your flour needs. You will find no better than the "Best on Record" anywhere

If you are in need of Shingles remember that we have just gotten in a car of green timber Cedar Shingles, which we are selling at the lowest price consistent with quality.

We are in the market for Beans, Potatoes and other farm products and will pay the highest market prices for same. Don't sell until you have seen us.

Whittemore Elevator Co.
Whittemore, Michigan

The cold weather and snow of this week reminds us that winter is at hand. If you want to be prepared for rigorous weather, see our line of

Fur Coats, Robes and Horseblankets

We sell the famous "SUNBEAM BRAND" the best to be had anywhere. You will find us ready to supply your needs in this line at prices which will compare favorably with those you can secure anywhere

ED. LOUKS
Whittemore, Mich.

Auction Sale

Having sold my farm, I the undersigned, will sell at public auction at my premises known as the George Culham farm situated one mile north of McIvor, on

Tuesday, October 28

beginning at 12:30 sharp, the following described property to-wit:

- 2 Bay Mares, with foal, 5 and 6 yrs old
- 1 Gray Mare, with foal, 16 yrs old, weight 1200
- 1 Brown Mare, with foal 8, yrs old, weight 1200
- 1 Black Horse, 10 yrs old, weight 1400
- 2 Geldings, each 1 year old
- 1 Black Horse, 5 yrs old, weight 1250
- 1 Cow, 8 yrs old, due April
- 1 Cow, 7 yrs old, due April
- 1 Roan Cow in calf
- 1 Cow, 10 yrs old, due Nov.
- 1 Cow, 7 yrs old, due Dec.
- 2 Yearling Heifers, Due April
- 3 Spring Calves
- 173 Shocks of Fodder Corn
- About 200 bu. of red and white Carrots
- 12 bu. of Early Peach Blow Seed Potatoes
- 1 Kitchen Table, 1 Small Dresser, 1 Center Table, 1 Bedroom Suite, 2 Carpets, 1 Ice Cream Freezer, 1 Washing Machine, 2 Heating Stoves, 1 Gasoline Stove with oven, a Nice Assortment of House Plants
- 300 bu. Good Seed Potatoes
- 1 Fat Hog, 5 Geese, 50 Hens
- 1 set Light Double Harness
- 1 Buggy with pole
- Low Wagon and Rack
- 1 Dray. 1 set Sleighs
- 1 Democrat Buggy with top
- 1 Fancy Hand-Made Sleigh
- 1 Side Scraper
- 1 set Double Work Harness
- 2 Short Handed Plows
- 1 Long Handle Sod Plow
- 1 Swivel Breast Chain, 14ft long
- 1 Log Chain, 10 ft long
- 1 Single Harness
- 1000 ft Rough Lumber
- 4 Wagon Tongues in rough
- 2 Bolsters, 2 Reaches
- 3 Eyebars, 1 Whiffletree
- 1 Neckyoke, 1 Wheel-hoe
- 1 Scythe, set Double Blocks
- 1 1/2 inch Rope, 2-in Jack Screw
- Wire, Shovels, Hoes, Forks

TERMS OF SALE—All sums under \$5.00, cash. Sums over \$5.00, one years time will be given on bankable notes bearing 7 per cent interest and payable at the Iosco County Bank, Whittemore, Mich. (In case of storm the sale will be held on the first fair day following the 28th.)

ANSON HORN, Prop.
D. F. COOK, Auct. L. A. CHESTER, Clerk

This Weather Reminds You that You Must Prepare for Winter

To supply your needs we have purchased an extra fine line of

Ladies' and Misses' Coats and Suits, Men's and Boys' Suits and Overcoats, Gloves, Mittens, Blankets, Etc., Etc.

These goods are here and we invite your inspection. Our goods are guaranteed to be exactly as represented and satisfaction is assured if you make your purchases of us.

A. BLUMENAU
WHITEMORE MICHIGAN