# The Tawas Herald 

Leading Newspaper of Iosco County

| Volume xxxx | AWAS otry, miehigan, fridax, Jantary 19, 1923 |  |  |  | Uumber |
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| HAPPENINGS OF THE WEEK <br> Local, Personal and General News Furnished in Condensed Paragraphs for the Convenience of the Busy Reader | Still Soldiering |  |  |  |  |
|  |  |  |  | Devoted to the General and Personal News of the Week From Our Neighboring City on the East |  |
|  |  |  |  | Jos. Barkman, fire insurance. adv. Mrs. Charles Hewson was in Bay ty last Saturday. |  |
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# NorthEastern Michigan 

## Northeastern MichiganIts Attractions and Possibilities.

TERE'S nothing unusual in the name and yet, there's a multitude of pleasures and other the region lying within borders.
To the average person, it is doubtful if the ame suggests more than a commonplace thought, yet, there are thousands and thousands of people ho long for the very things to which the people eration

Those who are so fortunate as to live within the limits of the region, think nothing of the wonerful and picturesque manner in whin, hill, valley and woodiand

They are matter-of-fact sort of things to the native inhabitant, and still they attract each year Giant pines, the last of the great North Woods" still stretch their trembling arms toward the fleecy, white clouds that drift slowly overhead bending their sturdy bodies to and fro, as the sord and unceasing breezes move hur the prettiest of ouchs, the purest atmosphere to the world beyond.

Deep in the heart of the woodlands, babble icy reams of purest water, fed from beds of rock, which underlie the giant hills. These are the haunts of the wariest of the fish, the speckled trout. Nowhere on earth is the opportunity to enioy this, the sport of all sports, greater than in "he hidden brooks

## God's Country.

Year after year, hundreds and hundreds of lovrs of pure air, pure water and clean sport, find pointed in being unable to find the pleasure which they so anxiously seek. These pleasures, the fin est for body and mind reach their pinnacle in Northeastern Michigan.

But the pleasures are not limited to this par ticular feature. There is hardly a sport known that cannot be enjoyed in this region, and they are not all confined to the summer moll tim. The win ters are ideal and furnish many old time sports of
our forefathers.
Year after year, hunters from all parts of the
te and from many of the southern states, spare no expense to come into this region after their buck or bag of partridge. Then again there are bears, wolves, fox, mink, marten, raccoons, beave and all kinds of water fow to attract hunters reater portion of the year.
But these are but a few of the lavish advan-
es which nature has given Northeastern Michitages which nature has given Northeastern Michi-
gan. Its farming lands which have been developed
gencer ade to be the best adapted for are conceded to be the best adapted for generad
farming of any in the state and crops of roots and grain can be grown here which are hardier and produce more abundantly than anywhere in Michigan. Fruits, too, thrive wonderfully in Northeastern Michigan and it is known throughout the nation as "The Land Of The Big Red Apple."

Northeastern Michigan apples have a national and international reputation as being the fines Michigy gown of finer quality, are grown in this region than in any portion of the United States. Wheat, oats, corn, rye, buckwheat, alfalfa, clover, in fact any thing that can be grown north of the Mason and Dixon line can be grown in Northeastern Michigan.

And there are millions of acres of cut ove lands awaiting the plow. Land that can be purchased for a few dollars an and an cleared with but little effort. Mrue, as in all new regions, there is pooch antensive acreage of the finest land that lays outdoors, there is little need of one taking up poor land

This land will not be long untenanted. Each year sees new settlers clearing homesteads on some of it and each year there is less left for late comers. Thousaands of farmers from Illinois, Ohio, In diana and other states, have sold their run out farms in these states, and moved to Northeastern Michigan. And they invariably find they can produce more here with the same or less efror thlat
they were forced to extend in the more settled states. The advantages of the climate, healthful living conditions, free from malaria and hay fever are added boons to most of these newcomers and each year some of their neighbors sell out and come to join them. Thousands of acres of this "Last Good Land At A Low Price" is being utilized for grazing purposes, and one extensive ranch
located in Cheboygan county comprizes
31,000

## NTRODUCING THE NORTHEASTERN

 MICHIGAN DEVELOPMENT BUREAUPublished monthly in the interest of that splendid part of Michigan encompassed in the boundaries of the Northeastern Michigan Development Bureau, in co-operation with the as they do the following papers published in

Northeastern Michigan.

## Alpena News

Crawford Avalanche
Arenac County Independent
Cheboygan Democrat
Coleman Independent
Gladwin County Record Alcona County Herald Roscommon Herald-News Midland Sun
Onaway Outlook
Otsego County Herald \& Times
Oscoda \& AuSable Press
The Press
Midland Republican
Alcona County Review
The Mio Telegram-News
Tawas Herald
Bay City Democrat
Herald-Times
Presque Isle County Advance Clare Courier
Beaverton Clarion
Iosco County Gazett
Cheboygan Daily Tribune
Clare Sentinel

Alpena
Grayling Standish
Cheboygan
Coleman Gladwin
Lincoln Roscommon . Midland Onaway Gaylord Pinconning Midland Rose City
Harrisville ...... Mio Bay City West Branch Rogers City
..... Clare Beaverton
East Tawas East Tawas Cheboygan
cres on which are thousands of head of the fines heep and cattle. Six hundred acres of this ranch s under cultivation and produces annually, wonders fast becoming to Northeastern Michigan what it has been to the great west.

THOUSANDS VISIT NATIONAL FORESTS IN IOSCO COUNTY

By R. G. Schreck, National Forest Supervisor
East Tawas-A total of 17,844 tourists visited the Michigan National Forest in Iosco county dur ing the season of 1922. This estimate was obtain main traveled routes of the boxes located on the tual checks made by forest officers throughout the tourist season. Investigation has determined that two days is the average time spent on the forest by each tourist, thus making a total of 35,688 rec reational one-man days sport on the forest in Iosco county during the summer season in 1922. The tourist registers further indicates that the people visit the forest from almost every state in the Unioniche majorty, however come from south were used in carrying this number of people on were used in carrying this number of people on tourist at the very conservative figure of $\$ 1.00$ per day makes a total of $\$ 35,680$ spent in Iosco county by people taking advantage of the many good things the county has to offer to those seeking healthful recreation.

The East Tawas board of commerce are adver tising the Michigan National Forest as one of the main attractions of the cou $y$, which has resulted than ever before

The United States forest service has construct ed cement fireplaces at many of the most popula camp sites, and has placed numerous signs at al road intersections to guide the tourist through the forest. The forest service plans in the near future to construct more fireplaces, toilets, rest houses and other camp conveniences which are urgently needed to adequately handle the increasing numbe of tourists that visit the forest annually.

After you have read this supplement please pass it on to another or send it away to someone community.

WHEN the judges at the Duluth International Potato Show looked at the sample of or of Otsego County and declared it the champion ver all other samples submitted from all parpion he world, the eyes of the potato world were all urned toward Otsego county and Northeastern Michigan. The old query, "Can any good come rom Nazareth" was at once applied and, to those who sought the answer, there was unfolded a story s inspirational as any of Horatio Alger's stories Bound to Rise," "From Pauper to King," "From Many folks in this
Many folks in this state and other states have ents and possibilities of agricultural achievend have, consequently, of Northeastern Michigan facts in the case. Now, when this many of the tate twice in succession carries off first honors the he International Potato Show, with second honors for 1922 included, they are beginning to realize hat we are indeed producing quality that cannot e excelled. This year Brudy Bros. of Cheboygan ounty carried off second prize, while the Wolverne Co-Operative Association of the same county von first prize last year. To win these honors in world is indeed an achievement of which parts of the all be proud and it proves that we may we may o Northeastern Michigan for potatoes of quality Cheboygan county also won third and fifth beside econd prize
but not only do we find quality there but we true find quantity production. This is especially rue of Otsego county which has averaged over three years. Only a few yannually for the past three years. Only a few years ago, it was passed producing sections, and toding the important potato only take first prize at the International Show but nly a few counties produce more of them but Michigan. So rapidly has the production increased that Gaylord shipped more carloads of potatoe last year than any other point in Michigan. Green shipping point for spuds acknowledged leading shipping point for spuds, trailed behind with 396 acreage, while Gaylord sent out 410 cars. The year and Gaylord bids fair have both increased this if the lower prices do not prevent the shipment of the crop.
The

The development of the certified seed potato production has been still more phenomenal. In 1919, no potatoes of this kind were produced in Otsego county. In 1920, through the efforts of the County Agent, Mr. A. C. Lytle, 1,200 bushels 1921 the output was raised to 4,000 bushels. These were sold at a the price received for ing in a direct gain in wealth of $\$ 2,800$. This the production of certified seed amount to at least 20,000 bushels. Combining this large amount of seed with the quality, and free dom from disease for which Otsego county's potatoes are famous, the buyers do not hesitate to pay fancy price for them, thus bringing additional

Back of all such
Back of all such achievements and develop whonts we usually find some active personalities Who have willed them thus, and that is true in crease the quality and quantity of the potatoes in Otsego county than County Agent Lytle, both as to the certified and the common stock, and no one deserves as much credit as he does, unless it be those farmers who have co-operated with him to make their county the leader. No one can esti mate the wealth which he has brought to this agriculturally. With thess efrers to develop no task is too hard or to long, if only him nearer his goal-Otsego county, the leader in Northern Michigan and its farmers prosperous

In all this, Mr. Lytle has had the co-operation of many splendid farmers and the support of all Among the leaders was Mr. Ernest Pettifor, whose potatoes won first prize at Duluth this year. He is a real "dirt" farmer who has hewed his farm out of the woods and is still making mother earth yield him enough to provide for the family and the Pettifor farm and it reminded him of a little kingdom. Two hundred acres of land rolling off in every direction from the house-a farm includ ing a lake, woods, sugar bush, acres of alfalfa, long rows of corn, several patehes of potatoes, pastures (Cnotinued on page 4)

# NorthEastern Michigan 

Published Monthly, (We hope)
Issued by the Newspapers of Northeastern Michigan (Not a money making scheme)


Editor Cheboygan Democrat
Associate Editors
All Other Northeastern Michigan Publishers

## OUR BOW TO THE PUBLIC

THIS supplement to your paper had to have a beginning, and Cheboygan county being the northernmost county of that intensely interesting, rich and growing section of Michigan we are pleased to recognize as the domain presided over You must expect to learn more of Cheboygan county's advantages at this time than you will of the advantages of the other counties, but be patient and remember that every county in the district will come first in the publication at some time, that the plan is to give all readers and cur-
ious ones actual, first-hand information of the ous ones actual, first-hand information of the county of their adoption-the part of the state that promises a more diversified opportunity for advancement, for successful venture, for pleasan other part.

Cheboygan county, one of the largest counties in the district, the northernmost of lower Michigan counties, is particularly adapted to apple growing grains and root crops, hay, honey and cattle. These are the principal products of our farms, and each is large in itself because of the extent of our farm
lands. Lake Huron and the Straits of Mackinac lands. Lake Huron and the Straits of Mackinac bordering one side of our county and a chain of three of Michigan's largest inland lakes and the river connecting, not ofly empers the climate to doors recreation and resort field unsurpassed between the Rockies and the Alleghenies, and taken advantage of by summer resorters, tourists and visitors from every state in the union in search of those diversions that tend to make the lot of man longer, happier and more complete.
tificially spgan county has more well kept, scientificially sprayed and productive apple orchards than any other county in Michigan.

Cheboygan county harvested 12,000 bushel of State certined seed potatoes in the fanl of county dairy and breeding herds 80 per cont pure breds the percentage leaning largest toward the Holstein strain

Cheboygan county has more miles of state trunk line highways than any county in Michigan and with the exception of a dozen miles or so ar all linked up. In addition, our county roads are equal to our trunk line roads, being well kept and fast being added to under the county road system, Cheboygan county boasts of a monster tanner devoted to the manufacture of sole leather

Cheboygan county has at Cheboygan the poration, manufacturing paper for white pape poration, marraft wrapping paper of standard qual ity.

Cheboygan county has a cigar factory employ
ing every girl that can be obtained, there being
250 girls employed there at the present time
Cheboygan City schools and churches are the last word in efficiency and Cheboygan cound peope and pleasant, courhave for neighbors. have Cheboygan coun
and water with the is well connected by rail Cheboygan has a splendid harbor and the largest lake boats can navigate to the heart of the city.

Cheboygan county has thousands of acres of cut over lands, as good for farming and grazing purposes as the sun shines on.

It also has thousands of acres of sand plains lanas,
strated as yet.

Cheboygan county has in the neighborhood of 800 summer homes on its beautiful lakes and streams-cottages and stately summer residences owned and occupied in the resort season by people from away. It also has many summer resort hotels at all of the principal resort places. These transients bringing a wealth of new money into our county every year.
ted at Cheboygan. The plant of ther mill is loMartin Lumber Co., that operates on a large scale
most of the year round.
Cheboygan county has a huge cement and lime rock plant that boasts a splendid up-to-date equipment, that operates the year round, andants as well as a high grade lime and crushed stone for road as a high grade lime and crushed stone deposits of
building purposes. Other wonderful lime underly the county at different points all accessable and in touch with water and rail transportation.

Cheboygan county lakes and streams are a fisherman's paradise, brook trout, black bass and all ther of Michigan's game fish being caught from hese waters.
Cheboygan county has a greater percentage of tandardized district schools per capita population an any other Michigan county.
for its adyancement in itself. There's a eason for its advancement besides having every
natural advantage herein numerated. It has faith in itself. It is confident and proud. It is honest and not afraid. It believes in Northeastern Michgan and the Development Bureau through which s story is most frequently told, and the greatest delight of its people is to "show them."

## INTRODUCING NORTHEASTERN MICHIGAN

In presenting this supplement to our readers it is with the sincere wish that it will meet their approval, stimulate a greater interest in this part of Michigan and impart a greater knowledge rearding it. We want you to become and information of Northeastern Michigan, which by publishing in this supplement will extend the good work. We urge you to make a practice of mailing his supplement to friends and others who might be inclined to come to Northeastern Michigan. Extra copies may be secured from your paper or
the Northeastern Michigan Development Bureau.

The publication of the supplement is not The publication of the supplement is not a
aney making scheme, but instead is of some exmoney making scheme, but interested. It is published jointly by the newspapers of Northeastern Michigan in cooperation with the Northeastern Michigan Development Bureau.

THE NORTHEASTERN MICHIGAN DEVELOPment bureau

The Bureau is incorporated under the laws of the State of Michigan in that class of corporations organized not for profit or gain.

It is public in its nature and is maintained by appropriations by the Board of Supervisors of the counties represented, contributions by the commer cial organizations, transportation companies, an the membership fees of public spirited citizens

Its sole object is to advertise the :esources, ad vantages and possibilities of Northeastern Michigan estly and without exaggeration. It sells no land or commodities and recommends no particular indi vidual's or corporation's holdings, but does com mend all and any part of Northeastern Michigan to careful examination by the investing and homeseek ing public.

The Bureau, using the name Huron Shore Tourist Association, advertises Northeastern Michi gan along summer resort lines.

30,000 COPIES PUBLISHED
Thirty thousand copies of this supplement ar being distributed in Northeastern Michigan and elsewhere. It is hoped to publish it monthly. In dium it worth while to fulfill its mission as a me we want your hatp Write us about your locality what it has for the Write us about your locality Help us place your community "or the outside Don't worry about your literary style. W have lots of editors interested and they can whip things into shape. Address all communications to your editor or to the Northeastern Michigan De ent Bureau, Bay City, Michigan, and sen photos when you can.

## PHOTOGRAPH PRIZES

Once each month we propose to give a prize of three dollars for the best photo and description of the subject illustrated, same to be published in be judged so much on its literary merits as upon the matter presented, the same with the photo graphs. What we want is material, (true material) to use in boosting Northeastern Michigan

It can be along agricultural, industrial, natural resources or summer resort line

Non successful entries can be returned if desired.
Entries of merit not accepted one month will be held over to compete in succeeding months. eastern Michigan Development Bureau, Bay City, Michigan.

A grocery store in one of our inland towns kept a record one morning as to the amount of merchandise sold to tourists passing that way; at All cash, too.

## NNUAL MEETING OF BUERAU

THE ANNUAL meeting of the members of the Northeastern Michigan Development Bureau, ear and the transaction of other business, is called for 2:00 p. m. (Bay City time, 1:00 p. m., R. R. time) Tuesday, January 23rd, at the Board of Commerce Building, Bay City, Michigan. Three Directors, two nominated by the Board of Supervisors and Immediately after the membership meeting ad-
In the Directors meet to elect a president two Vice-Presidents, a Treasurer, and an Executive Committee composed of one member from each county and one from each Transportation Company, the President, Vice-Presidents and Treasurer being members of this committee and representing their respective counties.

Members and others interested are invited to be present at these meetings, for after the olection of officers matters of importanc The are to be discussed.
The annual get-together dinner will be at the Wenonah hotel on Tuesday evening. Among the State Telephone Company, Detroit, Mich.; MI J. E. Hatt. Manager E. I. DuPont de Nemours Company, Chicago, Ill.; Carroll F. Sweet, Treasurer, Michigan Tourist and Resort Association, Grand Rapids, Mich.; L. W. Landman, Passenger Traffic Manager. M. C. Railroad Company, Chicago, Ill.; and John Doelle, Director,


The Above, a Beauty Spot Scene of Lake Esau, Presque Isle County, Appeared on Front Cover Michigan Roads and Pavements, November 16th Issue
J. W. Hannen, editor. is always ready to give a boost in his interesting magazine to Northeastern Michigan. In the Convention Number nearly a page door life in Nortreastern Michigan.

SUMMER RESORT CONFERENCE, HURON SHORE TOURIST ASSOCIATION

The annual meeting of the Huron Shore Tourist Association is called for $9: 00$ a. m. (R. R. time--) 10:00 a. m. (Bay City time,) Wednesday, January 24 th . at the Board of Commerce Building, Bay City. A President, Secretary-Treasurer, Business Commit tee and an Advisory Council, consisting of one rep resentative from each contributing community, ar to be elected.
Determination of the advertising to be carried on during the year, report of last year's business and all interested in this work be present.

## FLOR-DE-BERTHOLD

## a Favorite Cigar Thru-Out NorihEastern Michicigan

SELL EVERYWHERE
B. R. НАН MFG. CO,

BAY CITY, MICHIGAN

AGRICULTURAL DEVELOPMENT OF NORTH- TOURIST DEVELOPMENT IN NORTHEASTERN

EASTERN MICHIGAN FROM A TRANS. PORTATION VIEWPOINT

By G. L. Wakeman, Traffic Mgr., D \& M Railroad There should be no question about the development of Northeastern Michigan, agriculturally, particularly if one takes the time to travel over the district and make comparisons with the general
conditions of a few years ago. To pick out any conditions of a few years ago. To pick out any particular years and make comparison based on the traffic carried by rail would not tell the story, any taken for comparison and showt. an might be heavy movement for that commodity and year whil owing to crop conditions, markets being distant or closely related to point of production, supply and demand and many other features entering into the compilation.

A study of reports of tonnage handled for a period of years however shows a large general increase in farm product movement. A conservative estimate would be to place such increase at one dred per cent over twenty years ago, three hun dred per cent over twenty years ago and some fif figures available for the Detroit \& Mackinac Rail way.

They say that figures will not lie, but- However that may be from five to seven hundred cars of hay are shipped from points on the Detroit \& Mackinac annually; about the same number of cars of potatoes; upwards of a thousand cars of sugar beets; and about seven hundred cars of livestock. In addition to these several hundred cars of grain, as "other agricultural products" and are not easily as other

The interest displayed by the farmer in this section in connection with the activities of the Agricultural College in bringing to the people such educational plans as the Land Clearing Short Course and the Better Sire Special trains serves to show that our citizens are awake to the possibilities of this territory.

The activities of the Development Bureau should not go unnoticed in any study of what has been accomplished and I think we can easily see
the results of organization in the class of traffic we are handling. Northeastern Michigan might well be the leader in the country's markets with such commodities as apples, potatoes, beans and such commodities as apples, potatoes, beans and cheese be a household word in America?

S. D. Williams, Division Engineer, M. C. Railroad, Randall's Apple Orchard, Cheboygan, Mich.
here is publicity that pays

## Editorial in the Ohio Farmer

Farmers' Vacations. (Farmers need and deserve vacations just as much as other folks do.) Many farmers are turning their diversion from towns and cities to visiting other farming sections, possibly going into sections that are not w
doing a little fishing or exploring.

Many states are now equipped
Many states are now equipped with good roads that lead to sections where one can camp out, live
simply, fish, explore and just rest. These tours offer the ideal kind of vacation for either town or country dweller.
FARMERS OF OHIO CAN GET UP INTO MICHIGAN FISHING SECTIONS BY AN EASY AUTOMOBILE TRIP AND VISIT A NUMBER OF INTERESTING TOWNS ON THE WAY. GOOD ROADS LEAD THROUGH THE SECTION NORTH STRAITS OF MACKINAW THERE ARE MANY SMALL LAKES ENROUTE.
(The Development Bureau carried resort adver tising in the Ohio Farmer.)

## MORE HOLSTEINS

Frank Humeston imported four head of choice Holstein breed of cattle into the county last week from Isabella county, three cows and a yearling. The cattle were inspected by County Agent Lytle who pronounced them excellent. More good stock is what the county needs. It is a stepping stone

## MICHIGAN

M. DeGlopper, District Engineer, State Highway Department

It is a well known fact that the annual touris income in Michigan is well over $\$ 75,000 ; 000$, som must make an immediate bid fortheastern Michigan this income. No crop known can be developed of better or greater advantage. It can be grown with the least effort and with no capital investment; unlike agricultural crops, it cannot be destroyed by heat or cold, flood or drought. All that of clean is cultivation sown through the medium courtesy and the publicity backed up by fairness, No larting the hospitality of local communities representation of our be expected through mispect compensation but must offer a fair We exA satisfied tourist is the best and cheapest argain. vertisement we can find for use in this campaign A dissatisfied visitor may easily undo all of our efforts to encourage the growth of this busines or crop. The merchants' goods, the garage mens accessories and the inn-keepers' meals have no in creased values over those effecting local trade unless the service rendered is unusual or increased in of new trade instead of discouracome this influx of new trade instead of discouraging it. A reflec reflects on the reputation of of one community You cannot rob the fertility of the entire district. expect to continue to reap abundant crops of tourist business. We must fertilize this crop with hos pitality and courtesy in order to obtain the maximum of benefit. It is surprising how much may be obtained through the little personal touch that munities. Assist and be business by local communities. Assist and be courteous; be a volunteer of service rather than a grouch; be a doer rathe these people feel that you are interested in ; let coming. Remember that your obligation in their stop upon their arrival. The victory is only half won at this stage. Don't allow any person to re main a stranger in your midst. Provide some means of local entertainment if possible. Watch for any indications of unsanitary conditions and than they same without delay. Make them feel safer give them w farewe at home. And when they leave or more so. In order that the doubt might be dispelled from or imaginary it might be well to look around us and take an inventory of what we have to start with in the nature of the increase of tourist traffic and in the accommodations which have been provided.

Northeastern Michigan is well along on its schedule of providing a fine system of state parks. Too little praise is centered on those interested in wortheastern Michigan's behalf in this splendid a large percentage of the parks entablished in the state today and the demands of those men who are interested in this work. for physical and material assistance, should be met and granted without hesitation. When a request for publicity funds is made get behind them and convince your local aumont is wat any money spent on such developcome to the community. This is ten fold in inassistance. Our parks. This is one way to be of ed and adequate to meet those needs desired by tourists. in the lake regions and hundreds of cottageasing being built annually. Within a few years desirable property of this kind will be scarce and the summer resident income will be established for all time. County valuations will rapidly increase under this development and that is a most desirable result obtainable now if we will all boost the The residents of Northeastern
eady recognize what this increase in Michigan alreation recognize what this increase in summer popu-
lations. Observance of traffic will convince the most skeptical. Five years ago this would not have been possible. A trip from Bay City to Al-
pena required from ten to thirteen hours of time and resulted in a loss of considerable avoirdupois spiritual training. with ease and comfort in the trip can be made now only an easy day's trip hours. Detroit is Northern Michigan. Instead of any part of for twelve months in the year people have learned to travel and this gives them the pleasures so long denied to them. A few of the more fortunate local ies or the district had made an early start on cases hod and these own counties. Intercounty the roads inside thei however, was next to impesible interstate traffic county lines are rapidly becoming Now, however nearly all parts of the district are good roads. As an indication of what this means to the transportation on highways it is only neces sary to consult traffic reports during the past few years. In Alpena County north bound traffic has ncreased from 78 vehicles in 1918 to approximately 600 vehicles in 1922; Ogemaw county is showing county is recording a daily 700 vehicles; Presqu daily traffic of from 300 to traffic count to 350 vehicles has doubled it traf count Per instes.
that we have a new condition that be cited to show ed with. Nothing must be allowed to interfere with the continued growth of this traffic as the gain from increased revenue is greater by many times than the increased costs necessary in construction and maintenance to provide for this influx of outsiders. It will be to everyone's adyant age to get behind every kind of publicity or educa outside wealth will make hasten the day when complishments possible in Northeastern Michiga "The Playground of the Nation"

NORTHEASTERN MICHIGAN BOOSTS TWO RECORD BREAKING COWS


Princess Polly of Nordland No. 65,939 Grand Champion Guernsey Cow of Michigan. Oficial Record 17420 lb . Milk, 88
Nordland's Daisy No. 25,629 Michigan Champion Three Year Old, Official Record, 14266 lb . Fat in One Year.
These cows are owned and were developed by
e. Holbeck, owner of Nordland Farm. Iosco Fred C ounty. Mr. Holbeck's herd of registered Guernseys hold many enviable records. Fred gives a very interest-
ing account of how he happened to buy a farm in ing account of how he happened to buy a farm in beautiful profit over cost of feed and care returned ly these two cows.

## Raise the Most Profitable Hogs

## That is the Duroc

Prolific, good mothers, prepotent sires, good grazers, even developers. An Indiana boy with a litter from a Duroc gilt grew a ton of pork in 180 days. Breeding stock is now selling under its value. Let us tell you how and where.

American Duroc Assocition
Department X, 817 Exchange Ave.
Chicago, Ill.

## Get Acquainted $\rightarrow$

-With the Free Camping Sites, the Summer Resorts, the Lakes, the Streams, the Forests and Beautiful Drives of Michigan

## REDUCED R. R. RATES ON RETURN TICKETS

## Vacation in Michigan

You will live longer to enjoy its memory Write for literature of this Wonder-Summer-Land Huron Shore Tourist Association


## TOURIST TRADE

0page three is the general type of advertise號 Michigan for summer resorters
These advertisements were carried in National Magazines-Century, World's Work, The Atlantic Monthly, Scribner's, Review of Reviews, Harper's, Canadian; Two farm papers, The Michigan Farmer and the Ohio Farmer; Motor Magazines in Michigan, Indiana and Ohio; Newspapers of Detroit Indiana, Ohio, Kentucky and Ilinois; also in Travelogues Magazines.

Advertising space to the extent of 200 large is as above was donated by the President of the Michigan Car Advertising Company, the cards be ing placed in suburban cars running out of Detroit

40,000 blotters 3 inches by 6 inches in size with the same design and printing were issued. Part were distributed by merchants in their out-going


Scene on Frank W. Fletcher State Park, This park of 160 acres of virgin hard wood is donated to the State by the late Frank W. Fletcher of Alpena. It is most delightfully situated on the bank of thunder Bay not fully developed Lake. Though little advertised, not fully developed joyed the beauties of this park last year.
mail, the balance were used in hotel rooms of the Fort Shelby Hotel, Detroit, Kern's and Downey Hotels, Lansing, Post Tavern, Battle Creek, Stanley Hotel, Gary, Indiana.

The inquiries received as a result of this and other advertising, as well as certain free publicity, were replied to by letter from the office of the Bureau, in which as a stuffer was included a three
coior map of the district showing railroads, rivers and lakes, highways, free camp grounds, State Parks, National Forests, towns, etc., the other side of which printed in four colors showed pictures of hunting and resort scenes with half tones of actual photographs. Names were then listed and sent to subscribing members so that they too would send iterature and advertising of their special locality and offers, a system which was so satisfactory that it will undoubtedly be carried out on the same plan ext season.
is also proposed to send to inquirers this year a Resort Directory or Tourist Guide with names of hotels, garages, etc., subscribing listed under towns placed alphabetically with descriptive matter of the town under which the listing appears.

ALPENA SIRE WINNER AT U. S. DAIRY SHOW
Given Seventh Ribbon, County Favorably Advertised
Golden Berkshire (32039), the pure bred Guernsey sire owned by the Leer Guernsey Breed ers' Association, won seventh place at the nationa dairy show in Minnesota, October cidentally won much favorable advertising for his home county.

The Lee Guernsey Breeders' Association was the subject of a special pamphlet issued by the national dairy officials to attract attention to the possibilities of live stock improvement through just such organizations as that at Leer, which wa one of the pioneer groups.

Heavy Competition
At the national dairy show, Golden Berkshire was placed in Competition with the finest animals of the country, including not only this year's grand champion in the ared class but the grand cham pions of several earlier shows

Following is the story of the Leer Guernsey Breeders' Association as presented in pamphlet front page, by the American Guernsey Cattle Club Story of Association
Out in Alpena county, Michigan, is the little Norwegian settlement of Leer, now famous for its high grade Guernsey cows. Back in 1909 two en Agricultural" demonstration train to listen and hear the story of better sires told by an extension man from Michigan Agricultural College. Thes two men returned with their first Pure Bred Regis tered Guernsey Sire-forming the nucleus of the

Leer Guernsey Breeders' Association, one of the first Bull Associations in the U. S. A

Today for many miles in all directions from Leer traces of predomin the cattle maintained can be seen cropping out in the cattle maintained. fruit in Alpena county to the Northern Michiing rettler. There are no pure bred female Guernseys at Leer. However, excellent grades can be found anywhere. A better community has resulted, a more prosperous community has been built and happiness brought to the homes of settlers once hard pressed because their original jack pine cows were hopeless.

Today many other communities are doing what Leer has done. They have put Pure Bred Guernsey bulls in their communities and a higher class dairy cows are resulting.

Go to Leer today and the native jack pine cow can be bought for $\$ 35$. Try to buy the graded up Guernsey crosses and they sell at $\$ 100$ to $\$ 150$. Pure Bred Guernsey sires pay big dividends.

## Butterfat Increase

Conservative estimates made on the Guernsey cattle of Leer show an increase of 100 pounds of butterfat a year over native jack pine cows. With butterfat at forty cents a pound this amounts to $\$ 40$ a cow or $\$ 32,000$ a year increased production from the 800 female graded Guernseys raised by the Leer Association in the past twelve years. Guernsey bulls accomplish these results.

## POTATO SHOW AT GAYLORD

W. H. Hill, Agricultural Agent, N. Y. C. Lines, West, who always has the interest of Northeastern Michigan at heart, has in a letter addressed to those interested through Mr. Lytle, Otsego County Agricultural Agent, suggested the advisability of holding a Potato show at Gaylord immediately following the International at Duluth, exhibits imited to Northeastern Michigan counties.

This is a most excellent idea of Mr. Hill's and we believe we can assure him the co-operation a show a success.

NEWSPAPER PUBLISHERS' ATTENTION
As per resolution at the last meeting of the Newspaper Men it was unanimously decided the next meeting be held in Bay City at the time of the annual meeting of the Northeastern Michigan Deelopment Bureau.

The meeting of the Bureau is called for January 23rd this year, you therefore are earnestly requested to be on hand. The future a fimportance will be discussed at this time

The newspaper boys will have their meeting at Whens hoter parlors after the Developmen Bureau dinner at the same place. This meeting will begin at ten o'clock p. m.. and will last until morn ng if necessary. (News Hounds Never Sleep Any way) so this midnight session will not necessarily inconvenience the boys in the least.
Otsego Farmer Brings International Trophy Home (Continued from page 1)
dotted with quiet jersey cattle, an apiary humming with the busy bees. What more could a king wis for? Yes, and the hospitality accorded one a this farm home has never been excellatoes came from that caused the potato world to look towar Otsego county.
By E. J. Leehouts, Ass't. Agr. Agt., N. Y. C. Lines

## JERSEY BULLS TO LOAN Marston Farm

bay city, michigan

## THE WENONAH HOTEL bay city

-"We Wish To Serve You"-

European Plan, Grill Room, Cafeteria.

Secure Reservations in Advance for January Twenty-third

## BACK OF <br> Consumers Power Company Preferred Shares

203,000 Customers, in
102 Cities and Towns, Using
Gas and Electricity Every Day

32 Power Plants
1-4 Million Horse-Power
18 Water Power Plants on 8 Michigan Rivers.
7 Gas Plants
3,000 Employees Working
24. Hours a Day.

1,300 Mile Tower Line System
$\mathbf{5 , 6 0 0}$ Miles of City Lines

## Let This Graat System Earn You a Safe, Tax-Free, Life Income.

## GUERNSEY CATTLE



Are the most economical producers of butterfat in the world. This cow gives the finest flavored, highest colored milk products that are produced by any cattle.

Grade Guernsey cows have all these good qualities.

If you cannot secure a whole herd of pure breds, do the next best thing, get a pure bred bull.

For full information with reference to Guernsey Cattle write the

## Americian Guernsey Catlle Club

Peterboro, N. H.
or the President
Michigan Guernsey Breeders
Association,
Long Lake, Iosco County, Mich.

## BAY CITY CHAMBER OF COMMERCE

主XTENDS hearty and cordial greetings and good wishes to every one in Northeastern Michigan We desire to assure you our doors are always open; a kindly welcome always awaits our guests and visitors; make this city your headquarters, come often.

Our merchants appreciate your patronage but realize you first owe loyalty to your home merchants. Always buy in your home town but if you can not find there what you want, come to Bay City and we will be pleased to serve you.

