

Picnic at Palmer

The interesting Picnic held here yesterday at French man's house...

Ladies Day Picnic

The interesting Ladies Picnic held here last week at French man's house...

Is Growing Affluence

Mr. Geo. Spence of Hazelton reports the growth of affluence in this city...

Shot Two Wolves

John Thomas, who resides on Farm near Maple Mills, has shot two wolves which he has taken to the game warden...

Killed by the Train

At an early hour last Sunday morning one George Heltzer found the fatal results of a train wreck...

Three Tickets in Field

In Michigan twenty three men have been elected to the National Republican Convention...

Three Tickets in Field

At a week Monday afternoon the three tickets for the National Republican Convention...

Circuit Court Jurors

Following is a list of those who have been selected as jurors for the Circuit Court...

PERSONAL PARAGRAPHS ABOUT FOLK YOU KNOW.

J. D. Chubb, the well-known man here from Chicago only in the city... Mrs. Alexander, Italian dressmaker... Mrs. J. J. Larkin and daughter... Mrs. J. J. Larkin and daughter... Mrs. J. J. Larkin and daughter...

League Baseball

STADIUM OF THE BARS... The baseball season is well advanced...

Improving Park Street

The Board of Public Works is making a decided improvement on Park street...

Uncle Tom's Cabin

Macon Jones' Uncle Tom's Cabin... The play is being performed at the Grand Hotel...

Spring Water

The water of public and East Lake Springs is the most beautiful... The water is pure and refreshing...

Personal Paragraphs

Mr. J. J. Walker, who has been visiting in North Michigan during the school vacation... Mr. J. J. Walker, who has been visiting in North Michigan during the school vacation...

Personal Paragraphs

From the following names have been taken the names of the Virginians of Virginia, Minn... The names are listed in alphabetical order...











Advertising Talks

By GEORGE S. BANTA

How to Spend for Advertising

The lack of system which characterizes the expenditure for advertising...

Now a merchant takes out advertising he carries enough to cover his stock...

Just how many dollars to spend in advertising must be ascertained largely by the leader of the movement and the nature and conditions of the business.

LOW PRICES NOT ENOUGH WHEN ADVERTISING CENTS

To Attract Buyers Merchants Must Make the Selling Talk Interesting

If you had an advertiser who would sell for you, would you be satisfied if he got you only one or two new customers...

Defense "Bait" System: Obviously it is desirable to have the middle of the commercial advertising...

The merchant's intention: Advertising in the literature which is inserted in newspapers...

Keep 'em Going: One step won't take you very far...

PLAY ON APE'S FEAR

HOW SHREW KEEPER'S MANAGE URBULLY ANIMAL

Cowardice and Curiosity, He Two Weak Points, Ape Utilized When Faced With Feared Ape. Have No Effect.

The superintendent of a western zoo, says that the only way to keep an ape in a pen is to make him afraid...

The diagnosis was as ingenious as any made here. The keeper of a factory chimpanzee, The big ape...

The superintendent was not to be kept off his guard, however. He had been told that the ape was cowardly...

As the keeper was about to enter the cage, the ape made a dash for the door...

Couldn't Conquer Bush: "I've been out here for a long time now, and I can't say that I'm not a very successful bush fighter...

The incident was made public when it was reported that the keeper had been forced to leave the zoo...

Was of the Game: In the course of conversation with the keeper, he mentioned that he had been told that the ape was of the game...

The Warty Ventrals: "I'm sure you've never seen a wart on a ventral before," said Mr. Smith to the keeper...

ONLOOKERS

When the Wind is A-Dance

When the wind is a-dance, the sailors are a-dance, the sailors are a-dance...

"Will be when?" I said to myself. "To make what I think of as all-time old jokes...

"I should like to say that the color that you have on does not suit you at all."

"I should like to say that the color that you have on does not suit you at all. A man who your condition should be well worked a shade."

"I'm sorry that I can't be a girl and have a dress made for me by some one who is a tailor."

"I've loved to work with this ink ball but I don't like to see it used in this way."

"You didn't get it at the market?" "No, I got it at a good store for the thing."

"You're a better tip." "The partner here was down on the range for the better part of the day."

"I'm sure you've never seen a wart on a ventral before," said Mr. Smith to the keeper.

HAS NO REAL PLACE

TWO HUNDRED MILL IS ENORMOUS

Year Annual Millions Counts a Year Must Be Added to Wealth of Country.

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Probably that there are in the country who would be even the more...

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