

THE FAILURE OF PRIVATE ADVERTISING.

Why Cards, Circulars and the Like are Failures as Advertising Mediums.

From the New York Commercial Bulletin. Within the last few years it has become the fashion with some people to do their advertising in their own private way, instead of through the newspapers.

Some of the finest as well as some of the basest specimens of the art of engraving, of chromo-lithography and of color printing are being produced for these purposes, and every conceivable style of fancy paper is brought into requisition.

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A GREAT LAKE.

Mistassini Pronounced to be Larger Than Lake Ontario by Canadian Explorers.

QUEBEC, P. Q., May 30.—Dispatches have just been received here from the Dominion of Canada exploring party new at Lake Mistassini, in the Northwest.

Grasshopper Tales.

From the San Francisco Alta.

Since the invasion of Northern California by the grasshoppers, there has been a marked revival in the literature pertaining to this interesting insect.

"That was pretty bad" said another broker, "but I have seen worse. We were camped one summer in Kansas, making a survey for a new town.

"Just this; I was caught in the same fix you have had about, once in Kansas. I was in charge of a mule team, hauling supplies to railroad camp.

"No, sirree; they hauled our wagon for over seventy-eight miles, when they broke down and we begged a new lot.

"Margaret Maria Gordon, writing from Fico to the Home Chronicle, says: "My father, Sir David Brewster, had a strong dislike for cats; he said that he felt something like an electric shock when one entered the room.

"One morning, some years afterward, no pussy appearing at breakfast for cream and fish; no pussy at dinner; and in fact, months passed on and still no pussy.

"A Troy man has invented a machine which will turn out 24,000 perfect matches in a minute.

Following is an exact copy of a composition in history by a little ten year old girl attending one of the secondary schools of this city.

HISTORY.

1. William Penn was born in Boston in 1607. His father was a soap and candlemaker. But William did not like that trade.

2. George Washington the first president of the United States born in the year. When George was a little boy he would never tell a lie.

Ten Feet of Pure Honey.

A short time ago Samuel, Asa, and Joe Holiday, of Scappoose, took a trip over to the Lewiston River, in order to look into the resources of that region.

"I beg your pardon," said a stoucheily dressed individual, reaching for a bur which adhered to the coat sleeve of a gentleman just ahead of him.

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Traded His Son for a Dog.

Robert Miller, a Pittsburgh ragpicker has, every morning for two years compelled his son Charles to search the streets and ash dumps for rags, and if the boy failed to return with the bag filled he received a beating.

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CHEBOYGAN SHIP YARD.

W. H. BUNKER, Proprietor.

Tugs, Lighters, Row Boats, Etc.

Repairing of all Kinds

Promptly attended to.

All kinds of timber in abundance. Plenty of yard room and a large force of skilled workmen.

Yard East Side River, Opp. Baker's Dock

For Sale.

100 acres of good farming land situated within one half mile from Mullet Lake Station.

REID & CO.,

Are Bound to Make Cheboygan Boom

If Good Goods and Low Prices will do it. We were never so well prepared to offer you bargains as we are this Spring.

In Teas and Coffees

We always did and always will lead.

Our 50c Tea is the Best for the Money ever sold in the County.

Our Family Flour for \$5.25 per barrel is a first class article, and we guarantee it to give satisfaction.

We also sell the old reliable Patent May-flour, the best article of flour ever sold in this town.

We have all kinds of FISH, including Fresh and Salt Water Herring, Holland Herring, Finin Haddies, Whole and Boneless Cod-fish, Trout, &c.

SUGARS AND SYRUP were never so low as at Present. Call and get prices before purchasing.

Yours Respectfully, REID & CO.

GO TO W. & A. McARTHUR'S DOCK

(Wholesale and Retail Dealers.)

Foot of Main Street, for

Lime, Cement, Glacined Plaster,

Hair, Brick,

Fire Brick, Fire Clay, Hard and Soft Coal,

Blacksmith Coal, Hay, Oats, Straw, Wood,

Fine Salt, Dairy Salt, Packer's Salt,

Diamond F. Salt, Fish Packages.

Land Plaster by the Ton, Bbl. or Bag,

All our Goods of the Best Quality and Prices Low.

P. H. HORNE, Agent.

Cheboygan Boiler Works,

FOOT OF HURON STREET, CHEBOYGAN.

WILLIAM HESS, Proprietor.

MANUFACTURER OF

Marine, Locomotive & Tubular Boilers

And all kinds of Stationery and Portable Boilers.

Smoke Stacks, Breechings and every variety of Sheet Iron Goods.

HEAVY BLACKSMITHING.

I am fully equipped to do accurate and skilled work for all purposes.

A. MURRAY. J. W. MURRAY. F. E. RICH.

Murray & Rich,

FOUNDERS and MACHINISTS,

Main Street, Cheboygan, Mich.

General Saw Mill and Steamboat Work a Specialty.

Best Image Possible