

One newspaper in the home is worth a dozen on the street to the advertiser. The Democrat is the home paper of Mercer Co.

You are wasting golden opportunities unless you are advertising your business in a paper whose readers possess the coin.

MEETING A SUCCESS

Attendance at Celina Chautauqua This Year Breaks All Former Records.

Entertainments and Lectures Have Been Pleasing and of High Class.

Mary of Best Features on Program Are Yet to Come and Crowd's Growing.

The annual assembly of the Celina Chautauqua opened last Saturday under very favorable conditions.

The Crescent Company will conclude their entertainment with a prologue this afternoon and evening.

Saturday afternoon the Lotus Glee Club, of New York, reputed to be one of the best attractions of the kind on the American stage to-day.

The exceptions to this will be on Tuesday afternoon, when Maud Ballington Booth will occupy the platform.

The program will close on Saturday and Sunday of next week with the Fisk Jubilee Singers.

Coldwater Bonds to Be Sold Monday

Fourteen thousand dollars worth of five per cent highway improvement bonds will be sold by the village of Coldwater Monday.

FINE DECORATIONS CAUSE COMMENT

Artistic Work of Father Polinus in Maria Stein Chapel Is Highly Praised.

A Wood County Home-Coming

All former residents of Wood County, Ohio, are given a cordial invitation to attend the home-coming which will be held at Bowling Green the first week of August.

Reformatory for Youthful Forger

Christ Schott, the juvenile offender who was bound over to court several weeks ago from Justice Handbaugh's court for forgery.

PUBLICITY RULE OF STATE COMMISSION

Supreme Court Decides Boards of Equalization Must Complete Work by Oct. 1.

Property-Owners Must Try to Settle Troubles at Home Before Appeal Higher Up.

[Cincinnati Enquirer, July 24.] Publicity will be the keynote of the State Tax Commission at Columbus.

The tax collector orders the Auditors to send copies of pamphlets issued by the city boards of assessors for each ward in all cities and copies of those issued for each township and village.

The Tax Commission, in making its request for copies of these pamphlets, assumes, as a matter of course, that the law has been followed.

When questioned by Humane Officer Hight, however, Hole said he could not say how many times the animal was driven around the track.

Town Topics

The little five-year-old son of Butcher Frank Fischer cut an ugly gash in his right foot while playing near his home on West Logan street, last Friday.

Mr. and Mrs. Clifford Winkeljohn are the proud parents of a bouncing baby girl, which arrived at their East Market street home last Tuesday noon.

President Poland stated property owners with kicks must first use every known resource in their home districts to have the alleged errors remedied before marching on to Columbus.

ADVOCATES NEW DEPARTURE

On Part of Celina Business Men Toward Their Employes and the Banner Fair.

Famous Air Ship to Make Two Flights Daily—Princely Attractions.

Here are some things about the Banner Fair to be remembered: That the Banner Fair is one of the largest fairs in the State of Ohio.

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Killed His Horse on Short Notice

A horse belonging to Dave Beougher, of west of town, dropped dead last Sunday afternoon while being driven around the race course at the Fair-ground.

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Wool Trust and Not the Sacred Tariff That Regulates the Price of Wool.

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Valuable Cargo Rudely Spilled

An east bound through freight on the Lake Erie and Western was held up here for several hours last Saturday night when a hot box burned off the axle of one of the cars.

GUIN'S VICTIMS

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THE GRIM REAPER

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Willard Gets Busy

The Willard W. C. T. U. held an interesting session on Wednesday, the 26th, at the home of Mrs. Edward Mease.

Joel Shannon, Hit by Train, Gets Off Easy

Veteran Joel Shannon, who was hit by a train a week ago last night while going home along the L. E. & W. tracks and almost scalped, is reported getting along finely.

RUN DOWN BY TRAIN

Well Known People Meet Death While on a Pleasure Jaunt Through Indiana.

Mrs. T. R. Thoring, of St. Marys, and Mr. and Mrs. Max Brooks, of Lima, were instantly killed, and Mr. Thoring so seriously injured that there is hardly any hope of recovery.

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Stink Wagon Gets In Its Work

G. W. Becher, of Chatsanooga, was in Celina Tuesday to get a buggy repaired that had been damaged by a reckless or incompetent automobile driver, who ran into him near the Hopewell church.

Alleged Inhuman Treatment

Suffering from the effects of a broken hip and the infirmities of old age, with a cancer eating away her life, Mrs. Beulah Allen, aged 71, of Rockford, was taken in charge by Superintendent Andrew Schuck of the County Infirmary last Monday, after she had been forsaken by her children.

POINT CONTEST TO BE INAUGURATED

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Heffner Gets Into Unusual Snarl

[Fr. Recovery Tribune, July 28.] Geo. H. Heffner went to Celina Wednesday to get out an injunction against Fallor Bros. to prevent them from constructing the cement gutters along Boundary street claiming the right under the contract to construct them himself.

OLD DISCARDED SIDE TRACK

The local branch of the C. H. & D. between Dayton and Mandale is doing a rushing freight business at present, owing to the fact that almost all the freight business of the Main line between Toledo and Dayton is being routed over this branch by way of Mandale.

The Taxing Limit

The attorney general has rendered an opinion that town bonds, which are authorized by a popular election must be included when figuring the four per cent limit of a town's valuation.

DOESN'T THINK THEM VERY WISE

[St. Marys Graphic, July 28.] Farmers in Mercer county who pay from \$75 to \$90 for ranges to non-resident sellers must not know that ranges of the same kind or better can be bought a good deal cheaper from home dealers.

For AUGUST

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NOTES ON A TIMELY SUBJECT

Sudden Closing of Jim Jeffries' Business Career Points Moral and Adorns a Tale.

In a recent debate at Reno Mr. Jim Jeffries failed to convince Mr. John Johnson.

Some seven or eight years ago Mr. Jeffries was the leading man in his line of work. Business was good and his profits were big.

Having all the money he could handle at the time he concluded to take a rest.

To be sure, he planned to get in the field again at a certain time. But everything was rosy and there really seemed no good and sufficient reason why he should spend so many hours a day keeping his muscles lithe and steady.

Eventually the meeting with Mr. Johnson was arranged. Mr. Jeffries was still tolerably content with what he had done.

Brother, a has-done is about as bad off as his brother.

Mr. Jeffries did not care to stand up in the training ring and punch and take punches. He did not see any necessity of practicing side-steps and feints and rushes.

He knew all about them. Why, the years ago he had done all that he ever needed to do.

Mr. Johnson did not overlook the boxing and wrestling and the clinching and the side-stepping, etc.

As a result, Mr. Jeffries received Mr. Johnson's compliments on the point of the jaw and his business career closed.

Advertising a business is the training of that business.

Advertising keeps a business healthy. It tones up its liver, strengthens its lungs, steadies its heart and keeps its nerves in order.

Once in a while a man decides that he is doing so much business that he can stop advertising for a while and run on momentum.

Momentum is the gradual process toward a full stop.

The years ago, business is usually prematurely full stopped by the straight left jab of the well-trained competitor who finds his opening in the fifteenth round.

If you want to stay in business stay in the advertising field.

No matter how much business you are doing, keep up the energy that makes it.

You might as well cut off your legs because you are running well in a foot race as to cut off your advertising because your business is too good.

The only man who doesn't need to advertise is the man who has retired from business.

The only policy holder who doesn't need to pay his premiums is dead.

Mr. Jeffries doesn't need to train any more. He's locked to a standstill.

The Kids will go to Portland, Ind., next Sunday for a second game with the Jay County lads.

In a one-sided combat of a slugging match on the part of the Kids, and a comedy of errors on the part of those boys, Celina won out in easy fashion over the Argosians county lads in Wapakoneta last Sunday afternoon.

For the first three innings of the contest it looked like a pretty match between Mr. Fredericks, the young table maker, and Charley Pfening, the old-time Wapakoneta favorite, but in the fourth inning the Argosians came seventh it well, we'll leave it thus, as Editor Hoffer of the Daily News puts it: "The Red warriors, prototypes of the old-time Griff warriors, went to grass in a heap before the unfathomable curves of a novice from off the banks of the Ohio."

He had his Amateur Club for liars and for fakers, and he loved to sail his little tub among the Roman breakers. He counted peace a sort of plague, and never did pursue it, but let it rally at The Hague, and you couldn't beat him to it.

He preached about the same old thing that Teddy has been preaching, and most of Rome's awakenings resulted from his teaching. He battled hotly for the right, and valiantly impudently, and the stork could not attempt to light but what he up and showed it.

There was, however, one affair to tell which is to tattle, and that was where this Roman bear was coming in from battle. He had, of course, put everything opposing him to slumber, and Rome awaited him to sing some laudatory number.

But here the parallel desists. Augustus said them. No, sir, and when he entered with his lists it might have

(Continued on fifth page.)

Good Live Agents Wanted

To represent the Old Reliable Monroe Nursery in the sale of high grade Northern grown nursery stock. Sixty-three years in the business. 900 acres. Best propositions offered by any nursery. Outside free. Write us for particulars. THE MONROE NURSERY, I. E. Igenfrit's Sons Company, Monroe, Michigan.

(Continued on eighth page.)