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You should bear in mind that the Customer is the Individual who cuts the widest swath around your establishment; However Courteous and efficient your clerks may be, if you do not have customers your establishment will soon eat its head off. Bear in mind that THE DAILY AND SEMI-WEEKLY MAIL go to the homes of the people who have money to spend. It is our business to find Customers for you through the medium of the advertising columns of the Mail.

A WORD TO THE WISE OUGHT TO BE SUFFICIENT

PINEHURST A FINE COUNTRY.

"Got a Pinehurst paper today,' said Oliver P. Clay, "and it made me feel pretty badly. Fine country, that, two 18-hole links, one nine-hole links, excellent accommodations, hospitable people-pity we can't import a little Pinehurst weather for local consumption."

The Clays live at Northacre, on the Coit road, in the closest possible touch with the country club links, but the going is not to anyone's liking just now. Mr. Clay points facetiously to his gray hair and pretends he is getting too old to take a try over the course. He'd rather think of Pinehurst.

They're great on cotillions down there," he said. "I'm not much on that, but I butted into one cotillion there, once, and when I got through I looked like a walking toy shop, what with favors of grotesque appearance and dance cards dangling from my buttons. Cotillions may be

green.

two deaths instead of one. An unknown man committed suicide by going over Luna Falls, while hundreds looked on in awestruck terror, and 'The Great Houndin," a professional while negotiating a "slide for life," across the gorge below the Falls. He was rescued in a sensational manner only after an hour's suspense, and a former hung for an hour between life ed the grade, causing the centre of the cable to sag, and the man came recent abscess on the wrist which is ad attach almost directly over could plainly see an expression of ag- had participated. onized fear pass over his countenance

when he realized his predicament. No

provision had been made for his inabwhen he slid. For over half an hour the swift current from the tunnel, Houndin, whose real name is Williams swerved suddenly toward the Canadhe having recently come here from Toronto, where he was employed as a

painter, clung to the cable before a method of relief was ovolved. METHOD OF RESCUE.

A rope, shot from the bridge across the rope, Houndin dropped at least the cable, was caught by the perform- twenty feet to the deck, exhausted er and made fast on the cable, thus with his long wait two hundred feet offering him an avenue of escape.Down above the rushing waters of Niagara. this rope toward the river he slid, The rescue was the most largely-witwhile the little steamer, The Maid of nessed in the annals of the frontier. the Mist, battled against the current Captain Carter of the steamer, may And so you know as price go.

rope with it.

all right, but I prefer the putting Our Ads. bring Results to remain stationary below to receive be presented with a medal for saving My socks are darned expensive. him. When he was about seventy feet the performer's life.

ed by an abscess on the right wrist the agricultural reporter of "Hoard's

is a miracle that today's big inter-the inside of the right knee. It was concerning which he thus writes: races at Hamburg, Saturday.

The Emperor's household physician men were hired two days and six stated today that the general con- men one day at \$1.50 per day-\$33. deal of hard work on the part of his dition of his Majesty was most satis- Five of these men used wagons and deliverers. While a hundred thousand factory. The Emperor's saddle horses three worked in the field handling the people lined the river bank to witness have been trained to guidance bundles of fodder up to the wagons. Houndin's "slide for life," the per-through pressure from the riders \$4.50. Horse feed, dinner each of knees. Recently His Majesty has tak- three days, is estimated at \$1.60 and SUSPENDED OVER THE CURRENT en long rides and the skin having the board of the men at \$4.50. Count-The wire on which Houndin made rubbed off in a spot on the inside of ing the labor of the Wrights them-The wire on which Houndin made the right knee a blister resulted. This slide was strung across the gorge at an angle of seventy degrees. When afternoon an official bulletin was is- Most farmers would stop here in the near the middle of the string, the sued cautioning the public against computation and say that it cost a weight of the performer's body lessen- the impression that the inflammation fraction over 43 cents per ton to put

Niagara Falls, Ont., June 16.—It a miracle that today's big inter-is now troubled with an abrasion on regarding his visit to a little farm, national carnival did not end with produced by horseback riding and Messrs. Jay and Chester Wright caused His Majesty to abandon his brothers, have been developing their caused Firs Majesty to abalaton and purpose of witnessing today's mili-tary manoeuvres at Doeberitz. He nois. A gasoline engine has been inhas also cancelled an engagement for stalled for pumping and cutting feed, tight-rope walker, narrowly escaped tomorrow at Hanover and he will and a second silo has been built. The finding a watery grave in the river not witness, as planned, the yacht recent filling of the two silos provides an interesting item as to cost of this valuable feed. Eight

The engine work cost \$20; the coal

to a dead stop almost directly over the current caused by the outlet of the power tunnel. He was within two hundred feet of the upper steel arch hundred feet of the upper steel arch manoeuvres at Doeberitz today the then this year's wear has cost \$20.67 bridge and people on the structure Emperor received the generals who and if we count 6 per cent. interest on the money invested in these ma chines $(\frac{1}{2} \text{ of } 6 \text{ per cent. for } 14 \text{ years})$ and take one-fifteenth of it. we have \$8.68 as this year's proportion of the from the water the steamer, caught in

interest. These sums being the total cost up to \$101.65, or 61 cents per ton for harvesting the maize ian shore, dragging Houndin on the filling the silo. If there is any other legitimate item in this cost it does He had been nearly shaken from the not now occur to the writer, and rope when the boat finally stemmed this seems a very economical feed, to the current, gaining again the middle say nothing of its special value over of the stream. Rapidly sliding down dry feeds for the dairy cow.

"DARNED EXPENSIVE"

She darns my socks with silk-The holes are quite extensive, -Montreal Star.

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ing.

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