## ThE TAWAS HERALD.






## A New Magazine for You

I am bringing out another new magazine that you will come pretty close to liking. I wouldn't be surprised if it hit you harder than anything in the shape of a magazine you have ever seen. There isn't much style to it, but it has the stuff in it that you and everybody else will want to read. It is called


## Something New in Magazine Making

THE SCRAP BOOK is the most elastic thing that ever happened in the way of a
magazine--elastic enough to carry anything from a tin whistle to a battleship. Everything that appeals to the human brain and humain heart comes within its compass-fiction, which is the backbone of periodical circulation; biography, review, philosophy, science,
art, poetry, wit, humor, pathos, satire the weird, the mystical-everything that can be art, poetry, wit, humor, pathos, satire, the weird, the mystical-everything that can be
classified and everything that cannot be classified. A paragraph, a little bit, a saying, classified and everything that cannot be c

## Nothing Like It in the World

There isn't anything in the world just like THE SCRAP BOOK. It is an idea on which we have been working for several years, and for which we have been gathering
materials. We have bought hundreds and hundreds of scrap books from all over the country, some of them a century old, and are still buying them. From these books we are gathering and classifying an enormous number of gems, and facts and figures, and historical and personal bits that are of rare value. Furthermore, we have a corps of people ransacking libraries, reading all the current publications, the leading daily papers,
and digging out curious and quaint facts and useful facts and figures from reference book, cyclopedia, etc., etc.

Don't fail to get a copy of this first issue of THE SCRAP zines sell-Ten Cents a Copy and One Dollar by the Year. On all news stands or from the publisher
FRANK A. MUNSEY, 175 Fifth Avenue, New York


The best work Guaranteed
Hutchinson, Photographer
East Tawas, Mich.

How To Save Your Strength Time and Team in Plowing







