

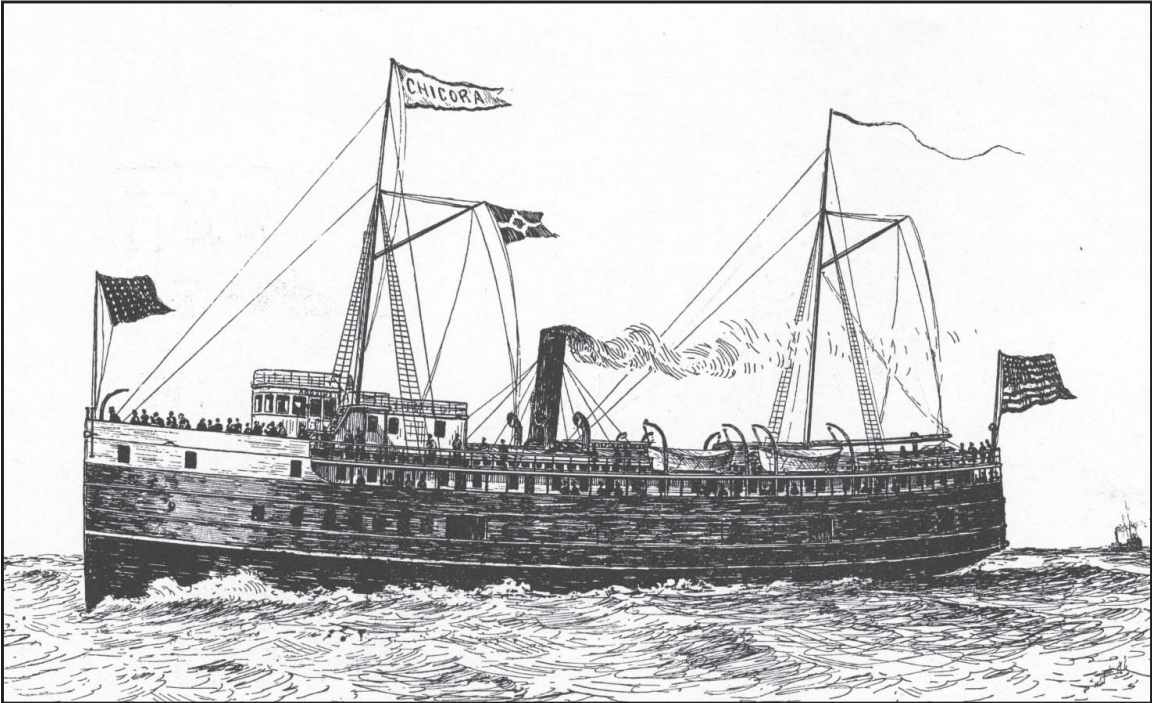
Historical Chronicle

To understand our past, preserve the quality of our community life, and shape our future.

If you would understand anything, observe its beginning and its development. — Aristotle

Visit the Saugatuck-Douglas History Museum ♦ 735 Park Street, Saugatuck ♦ At Mt. Baldhead Park ♦ Open Noon to 4 PM, Memorial Day to Labor Day ♦ Free Admission ♦ 269-857-7900

SHIPWRECK!

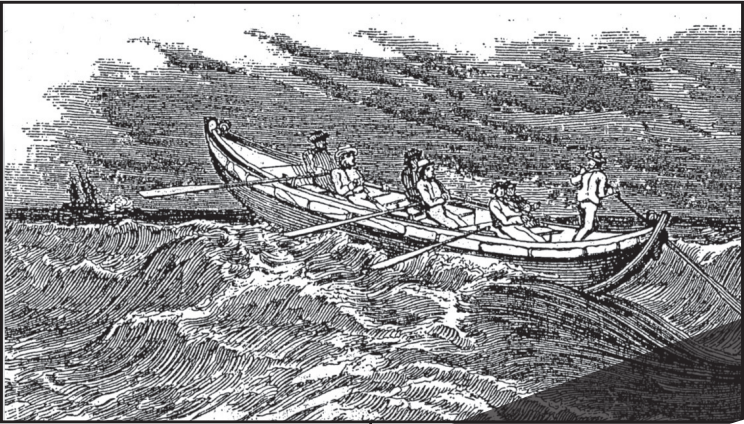


“We have lost all hope. She has gone to pieces. Good bye.”

New Exhibit Reveals the Dangers of Lake Michigan Lifesaving

See the rare c.1854
iron Francis Lifeboat

One of two crafts left in
the entire United States of
America



ing station for generations of
school children, and a stunning
backdrop for future public and
private events in the garden.

The Society has been
awarded a federal grant from
Museum of America of
\$47,000 for the construction of
the exhibit. We accept
the grant and will provide a rich
program of lectures, demonstrations -
and a new exhibit. Please
consider coming a stake-
holder in this important project
by making a gift.

A young boy in Boston
named Joseph Francis built his
first boat when he was twelve
years old. By age fifteen Fran-

cis had built the best
ing lifesaving boat then
At the time, he de-
voted his boats for
eventually
the boat co-
corrugated
metal; only
could survive
the worst storms and break
through deep ice. This metal-
lic boat had large air chambers
and a pointed bow and stern,
allowing the boat to be rowed
forward from either end.

Francis's boat became the
standard and was produced at
the same shipyards as the later
Civil War Ironclads. It soon be-
came the regulation lifeboat on

TRAGEDY!

Steamship Chicora Sinks

Captain Edward George Stines
and entire crew feared lost

Message in bottle from Engineer McClure
washed up in Glencoe, Illinois. A cruel hoax?

THE LOSS OF THE STEAMER
CHICORA ON JANUARY 21,
1895 REMAINS THE SINGLE
GREATEST MYSTERY ON
LAKE MICHIGAN.

The steamship Chicora was
built for the Graham & Mor-
ton Transportation Company
by the Detroit Dry Dock Com-
pany in 1892. This especially
stout ship had been designed
for winter passenger and cargo
runs between Wisconsin and
southern Michigan and had
been built to cut through the
ice pack and survive the of-
ten violent weather of the Great
Lakes. She had a "stepped"
hull, 17 miles long, and a
Chicora was 198.5 feet long,
30.9 feet wide, and a draft of 13.6
feet. She was equipped with a for-

ward pilot house, two masts and
one smokestack amidships. She
boasted a triple expansion engine
with #2 Scotch boilers described
as 12 feet in diameter and 11.5 feet
long. The engine's cylinder and
stroke size was: 20+33+54 x 42"
stroke.

In January, 1895 the Chicora
had already been tied up for the
winter at St. Joseph, Michigan
when her owners received a request
to deliver a shipment of late winter
flour from Milwaukee, Wisconsin
to St. Joseph. Captain Edward
Stines of St. Joseph readied his
ship for Milwaukee early
in January 20. One
of the ironies of the voyage
was when the captain, find-
ing the boat had few members,
he sent his year old son to re-
place his second mate who was ill.

The next day -- an unusually
pleasant January 21st found the
Chicora ready for the return run



Better days. The Steamer Chicora waiting to set sail from ...

This copy of the *Historical Chronicle* is free, thanks to printing sponsorship provided by
YOUR BUSINESS NAME HERE

Information about what you do and where you can be found or whatever else you'd like to say.

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DON'T MISS THIS "HISTORIC" CHANCE TO SEND YOUR MESSAGE TO SAUGATUCK-DOUGLAS VISITORS

The Historical Chronicle is a unique publication designed to look like an 1890s newspaper. The content will highlight the history of the Saugatuck-Douglas area. The goal is to amuse the visitor with our area's most dramatic or outrageous tales and give insight into what makes this place so very special.

WHY SHOULD YOUR BUSINESS ADVERTISE IN *The Chronicle*?

LARGE DISTRIBUTION: 20,000 copies will be passed out all summer long. *All* copies will be distributed, none will be wasted. See the detailed distribution cart, lower right.*

TARGETED AUDIENCE: *The Chronicle* is designed to attract the interest of **cultural/heritage travelers**.** These savvy, affluent travelers have a greater-than-average amount of time and money to spend on their vacations.

- **How **cultural/heritage travelers** compare to other U.S. travelers:
- Spend more: \$623 vs. \$457
 - More likely to have graduate degree: 21% vs. 19%
 - Use a hotel, motel or B&B: 62% vs. 55%
 - More likely to spend \$1,000+: 19% vs. 12%
 - Travel longer: 5.2 nights vs. 3.4 nights
 - Are older: 49 vs. 47
 - More likely to be retired: 20% vs. 16%

Source: *How Cultural Heritage Can Generate Revenue*, Karolyn Hart, Harkaro Group

UNIQUE GRAPHIC OPPORTUNITY: Every advertiser has the choice of running their contemporary ad material or a custom-designed "historical" ad to match the look of the publication. All historical advertisers will receive a ready-to-frame copy of their ad to commemorate their participation.

RETURN ON INVESTMENT: *The Chronicle's* ad rates compete with all other visitor's guides and newspapers, especially considering its distribution to an engaged readership, one that has "opted-in" to take the publication. The large, broadsheet size (same as the *Holland Sentinel*) means *The Chronicle* will likely find its way into visitors' luggage to go home as a souvenir.

GOOD FOR OUR COMMUNITY: All advertising sales support the Saugatuck-Douglas Historical Society's adult and children's educational programing plus maintenance of the History Museum and Old School House.

PRINTING SPONSORSHIP AVAILABLE: Sponsor the printing of *The Historical Chronicle* and your patronage will be acknowledged on the upper right "ear" of the front page and along the foot of the front page. You will also receive a framed reproduction of the first edition front page.

DEADLINE: Space reservations April 9, 2012
Ad material April 16, 2012 (*ads sold first come, first served*)

CONTACT: Sally at 269-543-2112 or swinthers@frontier.com

THE **Calling Card**
3.875" (3⅞) wide by 2" high

THE **Gift Box**
3.875" (3⅞) wide by 4" high

THE **Majestic**
6" wide by 7" high

<i>Ad Size</i>	<i>Dimension</i>	<i>Rate</i>
Calling Card	3.875" (3⅞) wide by 2" high	\$88
Gift Box	3.875" (3⅞) wide by 4" high	\$176
Tall Boy	3.875" (3⅞) wide by 7" high	\$308
Majestic	6" wide by 7" high	\$462
Dominator (half-page)	10.25" wide by 9.25" high	\$1017
Whole Story (full page)	10.25" wide by 19" high	\$2090

Custom sizes available at \$22/column inch.

THE **Tall Boy**
3.875" (3⅞) wide by 7" high

**Chronicle* Distribution in Detail

- When:** From Memorial Day (May 28, 2012) until all papers are distributed.
- How many:** 20,000 copies
- Where:**
- 8,000 copies to visitors to the Saugatuck-Douglas History Museum (Pump House)
 - 1,000 copies to visitors to the SDHS Old School House and new Lifeboat Exhibit
 - 10,000 copies to the Saugatuck information booth; lodging & restaurants in the Saugatuck-Douglas area
 - 1,000 copies passed out by costumed "paper boys" at parades and festivals.