

9/14 Devils Lake



Designer's line creates Black Friday-like buzz

NEW YORK (AP) — There's Black Friday, then there's Target Tuesday.

In a scene that was reminiscent of the shopping frenzy that typically comes on the day after Thanksgiving, Target's website crashed several times throughout the day and more than a hundred shoppers lined up at many of its stores early in the morning on Tuesday for a limited collection of its Missoni for Target collection of shoes, luggage, clothes and purses.

The 400-piece line made by Italian luxury knitwear designer Missoni exclusively for Target's cheap chic retailer features trademark zigzag patterns between \$2.99 for stationery and \$599.99 for patio furniture — a fraction of the price the designer's real duds that go for \$595 to \$1,500.

"This was Missoni mayhem," said Joshua Thomas, a Target spokesman. "This is unprecedented."

So-called limited partnerships, in which high-end designers create cheaper versions of their fashions for lower-end stores, have become popular in recent years because they appeal to cost-conscious customers who want to be stylish but aren't willing to pay designer prices. At a time when Americans are watching every dollar they spend, the limited-time offerings also are

its floral prints, and sold out of most of the merchandise in a couple of days.

Likewise, Target Corp., based in Minneapolis, worked hard to create buzz around the Missoni by Target collection. Target declined to comment on how much the company spent on marketing, but it targeted social media sites like Twitter and had ads on TV and in Vogue magazine.

Ahead of the launch, Target also opened a temporary store in Manhattan at the start of New York Fashion Week last Thursday. But the colorful shop, which spanned six city blocks, was supposed to stay open for three days, but wound up closing after six hours because items sold out.

Online, shoppers rushed to the site for the 6 a.m. launch. But soon after, online consumers came face-to-face with its mascot bulldog along with the disappointing news: "Woof! We are suddenly extremely popular. You may not be able to access our site momentarily due to unusually high traffic. Please stay here and we'll try to get you in as soon as we can!"

Even celebrities were tweeting about the launch. Actress Busy Phillips, who plays Laura in ABC's "Cougar Town," tweeted: "Got the bike. Not the colorful one but still SO EXCITED."

 www.devilslakejournal.com

PUBLIC NOTICES

STATE OF NORTH DAKOTA PUBLIC SERVICE COMMISSION
Montana-Dakota Utilities Co.
Advance Determination of Prudence - Big Stone Air Application
Case No. PU-11-163
Otter Tail Power Company
Advance Determination of Prudence - Big Stone Air Application
Case No. PU-11-165

NOTICE OF CONSOLIDATED HEARING

September 7, 2011
On May 20, 2011, Montana-Dakota Utilities Co. (MDU) filed an application for advance determination of prudence for its investment in air quality control equipment at the Big Stone Generating Plant, Case No. PU-11-163. Also on May 20, 2011, Otter Tail Power Company (Otter Tail) filed an application for advance determination of prudence for its investment in air quality control equipment at the Big Stone Generating Plant, Case No. PU-11-165.

A consolidated public hearing on these two cases will be held beginning November 29, 2011 at 8:30 a.m. in the Commission Hearing Room, State Capitol, 12th Floor, Bismarck, North Dakota 58505. You can listen to a broadcast of the hearing on the Commission's website at <http://www.psc.state.nd.us/psc/media/comm-live.html>.

The issue to be considered in each case is whether the resource addition is prudent. For more information contact the Public Service Commission, State Capitol, Bismarck, North Dakota 58505, 701-328-2400 or 877-245-6685 (toll free in North Dakota), or Relay North Dakota 1-800-366-6888 TTY. If you require any auxiliary aids or services, such as readers, signers, or Braille materials, please notify the Commission at least 24 hours in advance.
PUBLIC SERVICE COMMISSION
Kevin Cramer, Commissioner
Tony Clark, Chairman
Brian P. Kalk, Commissioner
(c9:14)

NOTICE

SALE OF FORFEITED PROPERTY
Notice is hereby given that a sale of forfeited property will be held at 5:30 PM, Thursday, September 29th, 2011, at Highway Two Storage, 419 Gouldings Road, Devils Lake, ND 58301.

The following parties are hereby notified that the contents of their leased spaces are subject to an operator's lien and unless this claim is paid before 5:30 PM, Sept 29, 2011, the contents will be sold to satisfy the lien:

Unit #48 10'x10'
Unit #182 6'x11'
Seller is Highway Two Storage, 419 Gouldings Road, Devils Lake, ND 58301. Call 701-662-3433 for additional information.
Dated this 3rd Day of June, 2011
Paul Gutschmidt, Owner
(c9:14,21)

LEGAL NOTICE

Claims against the Estate of: with deepest regret to the family of SFC Brad Geist, Soldier, deceased. Anyone having claims against or indebtedness to his estate should contact CPT Darrin Anderson at (701) 665-7031.

DARRIN R. ANDERSON
CPT, EN, NDARNG
SCMO
(c8:31,9:7:14)

BUCKLE-UP!

WANTED CARRIERS

Must be 10 or older, dependable, desire to earn money, be polite and alert

The following routes are open for delivery of the Peddler

6th St, 8th & 9th St NE
7th St. NE

DATE: _____
NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____
PHONE (701) _____
BIRTH DATE: _____

Please mail to:

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