

**The Alma Record.**

Published Thursday Afternoon By  
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SUBSCRIPTION, \$1.00 PER YEAR

The Record is entered at the post office at  
Alma, Michigan, for transmission through the  
mail as second class matter.

**BEAN JOBBERS HERE**

(Continued from page one)  
here Kroger & Co., clamoring for a hundred bags, as well as the Government Commissioner at Ft. Thomas on my neck for twenty-five also, Miss Alort, didn't we specify delivery line on our last order to Bean & Co.? 'Yes we did,' answers the young lady, after moment's thumbing the order book.

"Well then, what the—?" At this juncture, Smith of the C. H. & D. steps into the office and his greeting serves to divert Miller's irritation. To the query—"what can I do for you today?" Miller replies, "Answer this riddle, forthwith settling his troubles before the solicitor. 'That shouldn't prove such a hard one to tackle'—volunteers Smith. 'Leave it to me and I'll wire our people at Toledo to find what the Ant Arbor did with the car.'"

"Later in the day, we hear Miss Alert say to Miller, 'The C. H. & D. have just telephoned that our car of beans was delivered to their line today and same should be on team-track here tomorrow or the morning following.' 'Alright!' answers Miller, 'tell Carter to watch his trucks accordingly and to hurry that Kroger order, as well as the Ft. Thomas delivery, as soon as the car is reported set for unloading.'"

"Now gentlemen, this is a typical example of a very simple service of the average freight solicitor. And why does he do it? Well, why does he always recognize you, call you by name, pass the time of day, or spend as much time as possible in your presence? I'll tell you why.

"Simply because he is trying to make himself a good salesman, and you certainly need his wares.

"A sale in its modern conception, is made up of the three-fold factors of price, quality and service. These identical factors, may as readily be recognized in the solicitor's sale of his company's transportation, as in the sale of—beans for instance.

"The solicitor in his bid for favorable routing on your traffic, offers the price of an equality of freight rates with his competitor or in many cases, by reason of his familiarity with, or access to, rate structures and tariffs, points out lower combinations of rates, than the shipper—left to his own devices—might either discover or be familiar with.

"The quality, refers to the kind of physical transportation provided by the operation of trains. Here is the solicitor in selling you, points out performances of record or schedules maintained; familiarizes you with the points of record or schedules maintained; familiarizes you with the points of advantage in his connections or terminal facilities and in general, convinces you of his company's ability to get your freight over the road, with the minimum of delay.

"The factor of service in the sale, may be seen to cover those details incident to the transaction, such as a possible reconignment, or a diversion; tracing or the prompt handling of such correspondence, telegrams or telephone calls, as the shipping may involve. With this factor in mind, the solicitor outdoes himself in his effort to keep your rate files equipped with appropriate issues, supplies you with maps and train schedules if needed; helps you to adjust your claims and is quick to advise you of any change in conditions that vitally effect your shipping.

"The law has given to shipper, the right to route his freight; therefore having such right, it is expected that he will exercise the privilege, as he ought to be in position to know better than anyone else, what routing best serves his purposes. However, shippers are not always versed in these details, as they may be involved in new business constantly cropping up and the solicitor's advice may often be followed in these cases, to advantage. In many instances, solicitation is based upon prior knowledge of the prospective movement, and routing as well as rate involved, has doubtless been determined and is frequently in the solicitor's hands, saving shippers the necessity of prolonged search for such data,—if at all available.

"Predicating this statement upon the assumption that the shipper is in a position to know which carrier or combination of carriers can furnish the best service for each of his orders, the routing of shipments implies that the shipper has an intelligent conception of the fact that prompt transportation between seller and buyer, is one of the most effective means in the extension and retaining of trade. I ask you, gentlemen, are you getting from that solicitor who comes to your office, all that he has to offer you?

"Advice in the proper filing of legitimate claims and their settlement, forms a fertile field for the solicitor to ingratiate himself into your favor. A conscientious solicitor does not consider his duty done when the traffic has been successfully turned over his company's rails, but sees to it that his shipping or receiving friends are taken care of in any claims that may properly be recognized.

"Claim departments of railroads are usually swamped with claims from all quarters and the average investigator in these offices, probably priding himself upon his sense of justice, holds no interest in one claimant's statements above another. This is probably as it should be to prevent injustice in some directions, but does it not appeal to you that your solicitor could act pretty much as a friend at court for you in the handling of your claims? You believe perhaps that your claim being a just one, settlement should, or could be made as promptly by direct methods. There is nothing especially false in this reasoning but the strength of the

solicitor's interest in your future business is an unmistakable factor that usually finds respect with the freight claim agent.  
"Thus I might go on indefinitely in this analysis of this subject's relationship to your business. In the main, I doubt if the freight solicitor's calling has ever been considered from the proper standpoint of real help and knowledge in transportation matters—that is to the extent for which his employers have hoped. For the most part he has usually been considered as a hale fellow well met with time enough always at his disposal, to indulge in the less serious side of life. But back of all those indulgences of his, my friends, is the subtle and more shown effort to "sell you," and he will if allowed, open a fund of valuable business information to your gaze in the course of that effort."

**MAY START LATER**

This year the Alma plant of the Michigan Sugar company may start its fall campaign a little later than in previous years, and in this case of course the run will probably last until Christmas or after, this of course depending upon the amount of beets which the local plant will receive.  
There are two reasons for the run starting later than is usually the case. One of these is the fact that the extensive repairs that have been in progress during the summer are still far from being completed, and the chances are that they will not be entirely completed before the usual time of the run. The second is dependable to a great extent upon the weather conditions from now on. At present the growth of the beets is very slight owing to the continued dry weather, but should any great amount of rain fall during the coming month, and other conditions continue favorable, this will also be a factor in making the run start later than usual, as with rain and fairly warm weather, the beets will grow considerable yet, as well as to greatly improve the sugar percentage.

**Profitable Pebbles.**

The flint pebble industry gives occupation to many women and children along the French coast lying between Havre and Dieppe. The pebbles collected in and near Havre are selected for their spherical shape and are used exclusively for pulverizing in certain industries, particularly in the manufacture of cement and in copper mines, being employed in the interior of large cylinders. In the cement industry the slow turning of the pebbles produces a powder which becomes an ingredient of the cement, while in the copper industry the metal is freed of all impurities by the grinding operation. The same kind of pebbles is used for crushing purposes in the manufacture of paint. Another important use of flint pebbles is in the manufacture of porcelain, the pebbles for this purpose being found between Fecamp and Calais.—Philadelphia Press.

**A "Friday" Ship.**

A true story is told of a skeptical Massachusetts captain who way back in the early years of the republic determined to exhibit the fallacy of the Friday superstition. He contracted on a certain Friday for the building of a ship, and it was arranged that the keel of this vessel was laid on Friday, that she was launched on a Friday, named Friday, commenced loading on a Friday and hauled into the stream on the same day of the week. To add to the possibilities of disaster, a negro cook named Friday was engaged, and thus fully freighted with the sinister name, the Friday sailed on a Friday, bound to a port in the West Indies. From that day to this no tidings of the ill fated craft have been received.

**INSURANCE DIRECTORS MEET**

The annual board meeting of the Gratiot and Clinton Fire Insurance company meet by order of the president and secretary on September 4th at St. Johns to spread the assessments for the year, 1916. The members of the board were all present except, W. B. Castorline, who is ill at Elwell. Business of importance was transacted, a report of which will be given later. The company is in excellent condition and reports an increase in the two counties of nearly \$20,000,000.

**NATIONAL HUGHES' ALLIANCE**

A meeting of the Alma branch of the women's committee of the National Hughes' alliance will be held in the parlors of the Wright House on Monday afternoon, September 11th, at three o'clock. All women interested in the best candidate for president of the United States are urged to be present. Good speakers, fine literature to take away with you, no dues or subscriptions asked or wanted. Tell your friends and let us make of this meeting a real demonstration in favor of Charles E. Hughes.

**MALLORY THANKS VOTERS**

W. C. Mallory, wishes to sincerely thank the voters of Gratiot county who so loyally supported him at the recent primary election, and to assure everyone that there are no sore spots and that he is standing by the nominee of the Republican party.

**CARD OF THANKS**

We wish to thank our neighbors and friends for their many acts of kindness during our recent sad bereavement, and also for the beautiful floral pieces.

Mrs. Benjamin Ray  
Mr. and Mrs. C. H. Decker  
Mr. and Mrs. Joe Ray.

**ALMA MERCHANTS—I HAVE** on hand a car each of Quaker Oat meal, salmon, Kirk's Plate soap and Pet milk. Why buy out of town? We will meet any price of Grand Rapids and Saginaw, and save your freight. We handle a car of sugar a week. Redman's Wholesale Grocery.

**DR. HESS' FLY CHASER** WILL keep flies off from cattle and horses. Cows will give 20 per cent more butterfat if they are not bothered with flies. Brunner's Drug Store.

**How's This?**

We offer One Hundred Dollars Reward for any case of Catarrah that cannot be cured by Hall's Catarrah Cure. Hall's Catarrah Cure has been taken by catarrah sufferers for the past thirty-five years, and has become known as the most reliable remedy for Catarrah. Hall's Catarrah Cure acts thru the Blood on the Mucous surfaces, expelling the Poison from the Blood and healing the diseased portions.  
After you have taken Hall's Catarrah Cure for a short time you will see a great improvement in your general health. Start taking Hall's Catarrah Cure at once and get rid of catarrah. Send for testimonials, free.  
F. J. CHENEY & CO., Toledo, Ohio.  
Sold by all Druggists, 75c.

**BUSINESS CARDS**

**Dr. L. G. Beshgetoor**  
**DENTIST**  
Tel. 32-3R. Merchant's Realty Bldg.  
ALMA, MICH.

**Dr. Fred A. Gill**  
**DENTIST**  
Union Phone 146 Pollasky Bldg.  
Alma, Michigan

**Thomas J. Carney, M. D.**  
Merchants' Realty Building  
Office Hours: 10:30 to 11:30 a. m.; 2 to 4 p. m.; 7 to 8 p. m.; Sundays 11 to 12 a. m.  
Alma, Michigan

**FIRE INSURANCE.**  
**John D. Spinney, Agent**  
**Mark L. Spinney, Clerk**  
Room Pollasky Bldg. Union Phone 85

**FIRE INSURANCE**  
**ROWLAND & JOHNSON**  
BETHEL CUMMINGS, Clerk  
Office Over Chick's Shoe Store  
F. E. ROWLAND, Real Estate  
D. L. JOHNSON, Attorney

**F. C. THORNBURGH, M. D.**  
399 State St.  
Office Hours, 1 to 4:30 p. m. and 7 to 8 p. m.  
Sunday by Appointment. Both Phones

**Veterinary Surgeon**  
**F. R. McNABB, V.S., B.V.Sc.**  
Office in Wright House  
Livery Stable  
Both Phones Alma, Mich.

**J. P. LOSEY**



**Registered Optometrist**  
Your eyes carefully tested and fitted  
119 SUPERIOR ST. ALMA, MICH

**For people who walk or for those who Ride**

If your Auto Tires need repairing and your Shoes are run down at the heel, bring them to our shop. Rear of Savings Bank

**Expert Vulcanizing Up-to-date Shoe Work**

**PERKINS & MAYS**  
Rear of Savings Bank

**S. L. Bennett**  
General Insurance

Fire  
Tornado  
Live Stock  
Compensation  
Liability  
Automobile  
Accident  
Plate Glass  
Surety Bonds

Office: Room 4-5  
Opera House Block  
Both Phones



**Advance Showing of New Fall Garments**

**SATURDAY** this store will be ready for its introductory displays of the new styles for Fall and Winter. In this advance showing, you will see the correct modes for the new season—each and everyone a masterpiece of the designer's art.

Your special attention is directed to the beautiful collection of **Wooltex** and **Printzess** Coats and Suits in this initial showing. The makers of these famous garments have far exceeded their efforts of former seasons, and the suits and coats they have sent us for this first showing are by far the finest we have ever seen.

The suits are fashioned of such materials a Broadcloths, Duvet-de-Laine, Velour Checks, Gabardines and fine Men's Wear Serges.

The coats include models made of Bolivias, Plushes, Velours, (both silk and wool) Crepes, Montagnacs, Broadcloths and Gabardines.

It will give us much pleasure to have you come Saturday and review these new fashions.

**D. W. Robinson**

**Every Man Will Say So**

Buy your Clothing at **G. J. Maier & Co.** where they handle the biggest line of good, reliable Clothing, Suits Overcoats and Sweaters  
*Home of Hart Schaffner & Marx and Michael and Stern Clothing.*



**French Back Suits**

Single and Double Breasted  
Fashions latest Suit offering in new and accepted styles for Fall with the French Back

**\$12.50 to \$28**

**Boys' Suits**

Snappy from the word "go" with Pinched Back and Belt.

**\$3.50 to \$10**

**Stetson and Mallory Hats**

Smart Fall Coats for young or older men—who are looking for something new and different—knit Fashions and Tweeds  
**\$15, \$25 and up**

**Your Feet**

will feel comfortable and easy if fitted with our shoes. We take great care to fit the foot. All widths and lengths.



**G. J. Maier & Co.**