

ADVERTISE IN 1922 -- BABSON

FAMOUS STATISTICIAN OUTLINES OPPORTUNITIES OF THE PERIOD.

In discussing his recent trip about the country, Roger W. Babson, statistician and business authority, outlines the first opportunity of the coming period of prosperity as follows:

"On this recent trip which took me into practically every large industrial center in the United States, I talked to business men, large and small, about their business, and we discussed both the present situation and future plans.

"It is very apparent that the executives of America have been busy since January 1920 even if the businesses themselves have not.

"In fact, American business men have probably done more real thinking since the depression set in than they did in the whole period of prosperity which preceded it. Almost every man I talked with has a plan for a new building, a new product, or the development of a new sales field. The project is on paper, the details have been worked out, and he is just waiting for conditions to get settled. All of these plans mean potential business for next year or the year after—actual orders will be placed just as soon as prices and markets reach stable levels.

"This situation apparent as we reach the bottom of the present area of depression in 1922, offers the first real chance of the coming period of improvement. Future business is now on the production counter. You can buy it cheaper now than you will be able to buy it at any time during the next four or five years.

"It takes no little courage to go spend money for advertising when counter to the popular current and immediate returns are smaller than usual but I am convinced that the man who has that foresight and courage will gain an advantage—a running start—that will carry him through the coming periods of improvement and prosperity.

"1922 is the year to use the reserve set aside during the fat years. Cut production costs as much as possible, but don't skimp your selling appropriation during 1922. Defer expansion of plant until next year—but this year—increase your advertising.

"Take the aggressive course! There will be considerable business this summer, more the coming fall and winter, more still next year. But the man who goes after it now—is the man who will get it.

In general business the slight seasonal reaction which I forecast three weeks ago for January is already apparent. The Bobsonchart Index shows business running 17 per cent below normal—four per cent lower than last week.

Pre-Pink Spray Said Important on Apples

Pre-pink spray of apples to control Apple Scab as well as the standard pink spray is advised this year by plant pathologists of the Michigan Agricultural College.

"The Scab fungus is developing early this year," they declare. "There is every promise of spore discharge as soon as the buds push out a little more. Nearly mature spores have been found in material from Grand Rapids and Augusta, Michigan orchards. Lansing material is as yet considerably behind in its development as compared to the western localities."

Efficient control of apple scab, the pathologists explain, depends upon timeliness of application of protective sprays to prevent early infections. This is especially true with such varieties as Duchess and McIntosh.

The apple scab fungus winters on the fallen leaves and in the spring develops a spore stage which infects the unfolding leaves and developing blossoms. Leaves carrying the fungus have been obtained from various fruit-growing centers, and on examination it is found that the apple scab fungus has responded to the high temperatures of this spring and is developing extremely rapidly.

"The scab fungus gives every indication of producing infections very early this year," says Professor C. W. Bennett. Ordinarily fruit growers depend upon a spray when the buds are in the 'pink' stage, but this year, judging from the advanced development of the apple scab fungus, a 'pre-pink' spray will also be necessary to secure best scab control.

If the early infections are not prevented very serious spotting of the calyx of the fruit results. These early infections also give rise to severe later infections. The advice to give the pre-pink spray as well as the pink spray seems well warranted by the microscopic findings of this spring.

(Political Advertisement)

FOR REGISTER OF DEEDS

I wish to announce my candidacy for Register of Deeds on the Republican ticket at the Primary, September 12. My service for several terms as supervisor of Sumner and Seville townships has made me somewhat familiar with the county business, and I will appreciate your support at the primaries.

William L. Hutchinson
48-1 a.

Local Happenings Tersely Told

You will find the best bread in Butter Cup wrappers 02 tfe
C. V. Calkins was in Grand Rapids on business yesterday.

Mayor Charles R. Murphy was in St. Louis yesterday on business.
Mr. and Mrs. Van Amster spent Sunday with friends in St. Johns.

Dr. E. G. Sluyter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-1f
Mr. and Mrs. Claude Burton and son, Ross, of Jackson spent the past week visiting relatives and friends in Alma.

Mrs. James J. Elder and little son, Carl, left Wednesday to visit with relatives in Biloxi, Moss Point and Pascagoula, Miss.
"Tanlac did what everything else failed to do." Thousands have said it. So will you.—Look-Paterson Drug Co.—advertisement.

D. W. Robinson and Donald B. Smith left yesterday for Detroit on business connected with the Commercial Radiophone Company.
The last meeting of the Women's Club will be held at the home of Mrs. F. E. Pollasky, 623 State street Monday afternoon at 3:00 o'clock.

Get your Agricultural Hydrate Lime—highest test—of C. F. Daley direct from the car now being unloaded at P. M. siding.—advertisement
Dr. Charles R. Brown, dean of the Yale University theological school, is expected to speak at the chapel services of the College in the near future.

Call and arrange for piano lessons at Durkee's piano store, Friday afternoon of each week. Nora Brader, graduate of University School of music. 48-1p

Mrs. Harry Rockwell and Mrs. William Schiff of the Alma Art Club attended the District Federation of Women's Clubs held in Owosso last week.

The Fortnightly Society of the Presbyterian Church will meet Tuesday afternoon, April 25, at 2:30 at the home of Mrs. Charles R. Murphy, 426 Maple ave.

Alger H. Wood and Verne E. Rogers, who have been spending a week in Alma returned to Detroit the first of the week to resume their work as instructors in Detroit Central High School.

Miss Gretta Iutzi, a student at the University of Michigan, who has been spending the spring vacation at the home of her parents in this city, returned to Ann Arbor Monday to resume her studies at the U. of M.

Robert Adams, who has been spending the spring vacation in Alma, a guest at the home of his parents, Mr. and Mrs. D. W. Adams, returned to Ann Arbor Monday to resume his studies at the University of Michigan.

The regular meeting of the Alma Business Women's Association will be held in the Chamber of Commerce rooms of the City Hall, Monday April 24. Dinner will be served at 6:30 p. m. Miss Anne Herrig will talk on "Mental Monuments."

Perry Townsend, is the name of a brand-spanking new son who arrived Monday morning at the home of Mr. and Mrs. Clarence Banghart at Milwaukee, Granddad P. T. informed The Record Monday as he waved a telegraph blank around and smiled at everything in sight.

Application to Be Heard by Board

The Michigan Public Utilities Commission has announced that the Interstate Commerce Commission is to re-hear the question as to whether it will permit the building of the Michigan Northern Railroad, which is projected from Lansing to Grand Ledge, north through Westphalia, Fowler, Maple Rapids, Ithaca, etc.

About two years ago the Interstate Commerce Commission denied the Michigan Northern Railroad Company the right to build the road on the ground that it was probably foredoomed to failure and could not be made to pay. Those connected with the projected road have asked for a re-hearing, which has been set for today at Lansing in the hearing Commission.

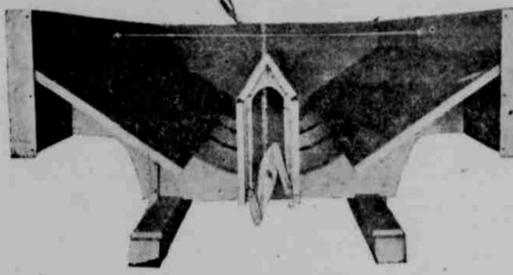
The U. S. Transportation Act of 1920 provided that no railroad could be built in any state without application to the Interstate Commerce Commission and securing its approval, and as a result the Michigan Public Utilities Commission will have no part in the hearing or in the decision in regard to the road.

HIGH SCHOOL
CHRISTIAN ENDEAVOR
At the beginning of April the H. S. C. E. started a contest between the boys and girls to see which side could get the most people to attend the Christian Endeavor during that month.

The boys' side invites every boy to come providing he leaves his girl at home. When you think, shall I go without her, just remember that there is a Feed in the end for the side that wins, this may help you.
The High School Christian Endeavor is held at the Presbyterian Church every Sunday evening at six thirty.

TIRE SERVICE DEPARTMENT
The Niles Motor Sales Company of this city, owner of the Ford Garage, has announced the installation of a new and complete tire service department. The announcement says that two brands of well known tires will be carried in stock by the company.

THE MAXWELL SALES COMPANY ORGANIZED



Maxwell Dumpbody, Showing Center Dump

The organization of the Maxwell Sales Company to push the sales of the Maxwell dumpbody, which was recently patented by Floyd Maxwell of the Maxwell Manufacturing Company of this city has been announced. The sales company will make its headquarters in Alma.

C. M. Johnson, for many years the agent in this territory for Ford cars, C. O. Ward, and Harley Williams are the principals in the new sales company.
Yesterday Mr. Williams of the

Maxwell Sales Company stated that the prospects for the sale of the Maxwell dumpbodies was very good, the sales company already having numerous inquiries in regard to the bodies.
The sales company will make its headquarters in the former Western Carburetor Company building, which is also being used by the Maxwell Manufacturing Company in its production of the new bodies, which earlier in the year created considerable attention at the various state automobile shows.

Gets Chickens Is the Report

That White Wyandottes and Plymouth Rock chicken can turn suddenly into Rhode Island Reds, is something that Charles L. Leonard of Isabella county, evidently wanted to make Joseph Grover, local meat dealer, and deputy sheriff when not otherwise busy, believe.

Monday Leonard dropped into the Grover market and asked Grover if he wanted to buy some chickens. Leonard is said to have replied that they were White Wyandottes and Plymouth Rocks. He was told to bring them in.

He did the following day, forty of them, but it happened that the darn things had changed into Rhode Island Reds. Funny, thought Grover. He and James Campbell, local chief of police, looked into the matter. It is reported that the chickens were stolen from a neighbor of Leonard's in Isabella county. It is said that the friend neighbor has secured a warrant for Leonard.

Leonard will probably be more careful as to the dealers he sells to in the future.

VESTABURG

GIVE PLAY
"Star Bright," a three act comedy drama, will be given at the Modern Woodman hall in Vestaburg on Saturday evening, April 22, by the Junior class of Vestaburg high school. Special music and recitations between acts.

The cast of characters are as follows: Lenuel Bright, "A vile worm of the dust" and husband and father—Audley Caris.

William Walker Smith, a private detective—Merton Wilson.
Walter Williams Smythe, a student from the U.—Russell Gott.

Arthur Pulver, otherwise known as Westcott—Roy Davis.
Jake Hoover, who proves to be slow but sure—Willen Johnson.

Parson Williams, a friend in the nick of time—Barry Bollinger.
Honor Bright, the wife—Dorothy Wilson.

Star Bright, (alias Madame Ormand), the elder daughter—Clara Eggleston.
Sunshine Bright, the younger daughter—Flossie Coston.
Bird Denton, a college girl—Tressa Favorite.

Melinda Bendy, with a love for romance—Wava Lee Wells.
Mayhew's Saxophone orchestra of Stanton will come here to furnish a part of the musical entertainment being prepared by the Juniors to be played between acts.

Mrs. Ed. Evans were in Edmore on Thursday and Friday helping care for her sister, Mrs. John Taft, who is very sick.

Mrs. Paige Throop is receiving a visit from her aunt, Mrs. Greek, of Butternut.

Mr. and Mrs. Carl Findsen are the proud parents of a son born to them last week.

Mr. and Mrs. George Wood of Alma spent the week end here visiting at the home of their son, Myron Wood, and their daughter, Mrs. Daniel Bollinger.

Myron Wood autted to Alma Saturday and was accompanied home by his parents.

Miss Franky Davenport who is working in Dewitt Murtaugh's store at Riverdale spent the week end here at the home of her sister, Mrs. Edna Manley.

Miss Ella Manly was near McBride Sunday visiting friends.
Rufus Penrod, Charles Martin and Bert Strable autted beyond Mt. Pleasant Sunday.

Darrel Manley and Mr. Baker autted northeast of Mt. Pleasant Saturday.

Mr. and Mrs. Elton Hornbeck and daughter were in Edmore Friday.

Miss Doris Nickerson spent Thursday in Edmore.

A base ball game will be played at Vestaburg Friday afternoon, April 21 when the Lakeview high school base ball team will come here to play the Vestaburg high school team. The Vestaburg high school base ball team has joined the Montcalm County Athletic Association which has prepared a base ball schedule whereby the high school teams that join are to play with the five different teams which the committee of the association select for them to play against. Vestaburg went to Edmore Friday afternoon to play their first scheduled game with the Edmore high school and won the game by a score of 10 to 3.

TEACHERS' EXAMINATION
The next regular teachers' examination will be held at the court house in the village of Ithaca, Michigan, on April 27, 28, 29, 1922, beginning at 8:00 a. m., standard time. If interested, write the Commissioner of Schools for Bulletin No. 16.

Howard Potter, Comm'r., Ithaca, Michigan.
47-2w

11 one-eleven cigarettes

TURKISH VIRGINIA BURLEY

10¢ for FIFTEEN

In a new package that fits the pocket—At a price that fits the pocket-book—The same unmatched blend of TURKISH, VIRGINIA and BURLEY Tobaccos

Guaranteed by The American Tobacco Co. 111 FIFTH AVE. NEW YORK CITY

TAKE DURANT AGENCY
The firm of Giles & Archer, located on South Woodworth avenue, has taken the agency here for the new Durant automobiles. This line consists of fourteen models, including the new popular priced car that is to be put in quantity production in June. The firm now has one of the new Durant automobiles here, and Mr. Giles of the firm states that it will be a pleasure to show it to anyone interested, or to furnish information in regard to any of the many models that are being produced by the Durant company.

FOUND SEVEN RATS DEAD IN BIN NEXT MORNING

Robert Woodruff says: "My premises were infested with rats. I tried RAT-SNAP on friend's recommendation. Next morning found seven dead rats in bin, two near feed box, three in stall. Found large number since. No small from dead rats—RAT-SNAP dries them up. Best thing I have ever used!"

Three sizes, 35c, 65c, \$1.25. Sold and guaranteed by C. R. Murphy and Winslow Bros. Drug Stores.—advertisement

Record office. Colors buff, blue and green. Price 10.—Advertisement.

Pongee silk on sale at L. N. Baker's.—advertisement. 47-2

Table Delicacies---

Are here with their savory sweetness or tempting tang. Olives—queen or stuffed—Pickles, Salad Dressings that stimulate the appetite—we might go on and on.

But you know what you like. Come here for it and you will get the best there is—deliciously satisfying.

FREE! FREE!! FREE!!!

One 18 oz. can of Franklin Golden Syrup with each 5 lb. sack of Famo Pancake Flour purchased—

SATURDAY ONLY

Eichenberg & Company

"Quality—Service—Cleanliness"

USED CARS FOR SALE

- 1 1921 Ford Touring.....\$370.00
- 1 1920 Chevrolet Baby Grand (Model F. B.)
- 1 Model 90 Overland Touring.....\$275.00
- 1 Dort Touring.....\$250.00
- 1 Model 90 Overland Touring.....\$200.00
- 1 Dodge Touring.....\$250.00
- 1 Ford Touring.....\$100.00
- 1 Ford Touring.....\$150.00
- 1 Ford Roadster.....\$75.00

Shreeve & Buccanning

Chevrolet Dealers
ALMA, MICHIGAN

Strand Theater SUNDAY and MONDAY April 23-24—Usual Prices

Thos. H. Ince's "LYING LIPS"

Great Drama of Life and Love

All Star Cast Featuring House Peters and Florence Vidor

Oh, The Light That Lies, in Woman's Eyes— and Lies, and Lies, and Lies!

Through the Ages, from days Primitive to days Modern, from the quaint, quiet lassies of the Colonial fireside to the dazzling elite of the 1921 ballroom, the light that lies, in woman's eyes, has showered its mystery-rays into the very Heart of Mankind.

Happiness, Sorrow, Success, Failure—even the tolerance or intolerance of a Na-

tion itself—bow before the light that lies, in woman's eyes, and lies, and lies, and lies.

Then speak the lips, and in the reckoning which follows, there is revealed a mighty drama of Life and Love; a story of one woman and two men, trapped in the net of circumstances, forever struggling for the right to rule their Souls.

Thomas H. Ince's Greatest Spectacle Since "Civilization"