

NEW ORATORICAL LEAGUE STARTED AMONG COLLEGES

HOPE, KALAMAZOO, OLIVET, ALBION, MICH. STATE NORMAL AND ALMA INCLUDED.

Will Hold the First Debate in February

A new debating league has been formed among Michigan colleges including Hope, Kalamazoo, Alma, Albion, Olivet and Michigan State Normal, which promises to greatly stimulate the forensic art among some of these institutions, which in past years have been content with a single debate or two. With a championship of the debating league possible for any of the colleges that are members there is certain to be something more for the debaters to work for than just the winning of a debate.

In the league there will be two divisions, one consisting of Kalamazoo, Hope and Alma and the other of Albion and Olivet colleges and Michigan State Normal. Annually each division will stage a triangular debate, and the winner of the debate in each division will meet for the championship of the debating league. The first debate of the new organization will be held February 16, at which time Alma's debaters will meet one of the teams of the division at home and one away from home. The subject for the debate this year, "Resolved: That the United States should immediately enter the League of Nations."

Professor Hamilton of the English department at Alma College, who has charge of the forensic activities at the College, has little veteran material to work with this year, Russell Wilson and Forest Freeman being the only veteran debaters who are back. Work has been started with the debating squad, however, and hopes are held that Alma may turn out two creditable debating teams. It is not expected that Alma will turn out a winner this year, however, because of the great dearth of old and experienced men.

Percy MacKaye Visitor at Alma

On Wednesday evening Percy MacKaye, the renowned poet, dramatist and critic appeared in the Presbyterian church, reading from one of his best known plays, and delivering some of his justly-famed poems. It was a real pleasure to be able to hear a man who stands so much in the dramatic world, and who is the real sponsor of the community drama and theatre.

Mr. MacKaye chose to read from "The Scarecrow" which is soon to be filmed with Glenn Hunter in the leading role. Mr. MacKaye expected to be present at the finalization of his play. "The Scarecrow" has been appropriately called a tragedy of the ludicrous, and the theme is undoubtedly familiar to the majority. The scenes as read by Mr. MacKaye, with his insight and perception of everything as it should be made the play doubly effective. The story of the play is unusual and interesting. The plot centers around a scarecrow, who through the power of Dickon, a Yankee improvisation of the Prince of Darkness, is turned into a human being. The scarecrow has been made by Goody Riecky, a witch who has been betrayed in her youth by a man who later becomes a Justice. Dickon and Goody Riecky plan to have revenge on the Justice by having the scarecrow called Lord Ravensbane, and for it to woo and try to win the niece of the Justice. Rachel, the niece is already betrothed to Richard Talbot. The scarecrow smokes a pipe, which must be kept lit continuously, for when it goes out, the life of the scarecrow comes to an end. Rachel has a glass of truth which reveals to her the true character of the scarecrow. Dickon seeks to amend matters by having the glass declared a fraud, but Lord Ravensbane in his love for the girl confesses the true state of affairs to her. In his desperation he breaks the pipe. As he looks into the glass of truth, he finds that he has become a man. His joy is short-lived however, for he falls dead into the arms of the lovers.

Mr. MacKaye followed the reading of "The Scarecrow" with a number of his well-known poems. The first four commemorated the deeds of famous people and were written for special occasions. General Goethals, Commodore Perry, Ellen Terry and Mr. Edison were the subjects of the eulogies. He then read his first impressions of a ride in an automobile. This was followed by "The Air Voyage up the Hudson," "Dedication of an old academy in New Hampshire," "Rain Revers" and "The Song Speller."

PURCHASES DAIRY
Edward Troutwine, formerly of St. Louis, has purchased the Riverside Dairy, just to the west of Alma College. He will continue the milk route in Alma that has been conducted by the dairy for a number of years, and which has met with a good patronage from Alma people.

Mr. Troutwine has purchased some additional cows for the dairy and has also added a Scotch Durham bull to the herd, which is kept at the farm, which is owned by Mrs. Wright.

J. W. Blakely Believes In "Following Through"

Those who have wondered how "Jasper" succeeds in selling a big pile of insurance each year and the methods that the Michigan avenue resident uses, can undoubtedly profit to a considerable extent by the following sketch of "Blake" and his business methods, which appeared in the November 23 edition of The National Underwriter:

J. W. Blakely, district manager of the Mutual Life of New York at Saginaw, Mich., working under the H. Wilbert Spence agency at Detroit, is a life insurance man who plays golf. Of course, there is nothing unique or startling in that fact. But Mr. Blakely plays golf, holds his clubs correctly, his stance is good, but standing above all else—he "follows through."

That is only incidental to this narrative, but it is used to show that lessons learned on the "links" are valuable and can be very effectively used in the life insurance business, especially if the player and salesman thoroughly understand the value of "following through" the drive.

An instance of the results he has obtained by using this method and "following through" all his insurance problems is found in a case where he "followed up" a prospect for ten years—starting out by selling a "poor duffer" as competitive insurance salesman termed him, a "messy" \$5,000 policy back in 1912 and gradually adding larger amounts of insurance to this "poor prospect's" estate, until today he has placed \$750,000 on this man.

But this "poor duffer" wasn't a "poor duffer" at all. He became the greatest truck manufacturer in all the world and still retains that position. He is also one of the most respected automotive engineers, designers and inventors in Michigan, the cradle of automotive brains and the center of the automobile industry in America.

This unknown mechanic, who became a great engineer and manufacturer, is Frank W. Ruggles, founder and former president and general manager of the Republic Motor Truck Company of Alma, Mich., and now the president, chief designer and general manager of the Ruggles Motor Truck Company at Saginaw.

Continuing this story of the sale of these large policies, Mr. Blakely met the young engineer when both were located in the small town of Alma, situated in the central part of the state. At that time young Mr. Ruggles was the manager of a gasoline engine company, a practical engineer, with very decided ideas on the combustion engine and its possibilities as a commercial factor in the economic life of America, but he kept close to himself and confided in no one. Mr. Blakely met him at this time and believed in him. He knew that he was not a "dreamer." He sold him a \$5,000 policy. That was in 1912. The following year this engineer formed a truck manufacturing company, which was destined to become the largest in the world. He was president and general manager. Mr. Blakely placed another \$1,000 at this time. In 1913 the company experienced a rapid growth and Mr. Blakely placed \$50,000 on Mr. Ruggles' life in favor of the company. Two years later, in 1915, \$100,000 on the ten-payment life plan was taken, and before the end of that year Mr. Blakely decided that an extra \$50,000 of personal insurance was needed to protect this man's brains and skill for his family's sake. Then came a succession of several \$5,000 policies.

Then after the war, and during the days of great prosperity, Mr. Ruggles sold his interests in his "child," which had grown to be a "prince," to a great automobile combination.

He moved, but he couldn't resist the call again into active service. Capital progressive Wolverines would not let this man's creative ability retire. Another truck company was formed to manufacture a light truck. It was an innovation in the engineering field, and the Ruggles Motor Truck Company was born. Enter again Mr. Blakely—\$50,000 additional personal insurance was secured for this motor wizard, and the mag-

nificent sum of \$450,000 was placed on this man as protection to the stockholders of the new corporation. That is what Mr. Ruggles' name, his experience, his creative brain is worth to his organization.

Last year Mr. Blakely paid for \$634,000 on the annual basis. Up to Nov. 16 this year Mr. Blakely had written \$700,000 and is confidently expected to reach the life insurance man's "heaven" by paying for the converted "million." It might be said at this point that Mr. Blakely wrote \$150,000 the week of Nov. 10-16. In 1920 he paid for close to \$400,000 and for the past ten years he has stood among the highest in the Spence sales force. Mr. Blakely has quite an honor within his own company in that he has qualified for the Mutual Life's Field Clubs with the exception of one year, ever since they were instituted.

Mr. Blakely's exceptional record is all the more remarkable inasmuch as he has always been located in very small communities and in the rural districts, with the exception of last year. His field of endeavor has been small and limited, but he has had the ability to select the "comers" with unerring acumen. This doesn't mean that "Blake," as he is called by his friends, overlooks the little ones. He writes \$1,000 policies whenever the chance presents itself, for he always remembers that \$750,000 was written on a \$5,000 prospect.

But it seems that he can uncannily "smell" the "big ones." For instance, in addition to the Ruggles case, he slipped over to the neighboring city of Cleveland, across the lake, and brought back an \$85,000 policy on the head of one of the great axle manufacturing companies. Following this "axle hunch" he placed \$50,000 on the president and general manager of another manufacturer of automobile axles in his own state. A little later he jumped over into the public utility field and placed \$65,000 on the president of a large light and traction company. So you see "Blake" can honestly say that he "writes'em from one to a million."

"Blake," who is 40 years old, is "big" all over. Physically he is over 6 feet tall and weighs over 200. He has a big smile, and everybody likes him. One of the big secrets of his success is his personality.

In 1921 Mr. Blakely was rewarded for his unusual record. He was made district manager of the Saginaw district, which is the most heavily populated part of the state of Michigan outside the city of Detroit. His territory consists of five counties around Saginaw Bay. Saginaw and Alma are the largest cities in this district. At present he has 15 active agents in his office, among whom are some of the finest products of the entire company.

The graphic form of presentation plays a heavy part in Blakely's personal sales methods. The "big black book," as Blake's briefs are called around the Michigan office are conspicuous factors in every sale. He makes a complete chart or diagram for each individual sale, knowing that each prospect's problem is different.

"Putting them down in black and white" is another interesting feature of his presentation. As he puts it, "Most every one that has bought a policy has never read it, and does not know what it contains. I put down in writing and in briefs just what the policy contains and what it will do if kept in force. I interpret the policy in 'every day' English and do not couch it in legal terms, which are so confusing to the average layman. I make it easy for them to pay it."

Although he has specialized in business insurance to some extent, he is a great believer in the monthly income policy and presents and sells one or two almost every week.

As an added service to his clients, he charts or analyzes their present insurance in his own personal charting method, enabling them to understand what they have in values, incomes or benefits of any kind.

If any one should ask Blakely off-hand how to succeed in the life insurance business, he would give you this ancient but very valuable advice—he gives it to every one who comes in contact with him:

"Work like the devil, smile, study your business, but above all see the people." And he certainly practices what he preaches.

Xmas Savings Checks Mailed Out by Bank

On Monday morning, December 11, the Alma State Savings Bank performed its eighth annual Santa Clause habit, if such it can be called, mailing out checks to the members of the Christmas Saving Club of the bank during the past year. Some of the checks represented good sized sums, while others were for smaller amounts, but in each case they are certain to be welcomed as a means of financing the purchase of Christmas gifts, or winter fuel, or what ever they may be needed for.

The Christmas Savings Club of the bank has been unusually successful this year, when the business depression and enforced idleness in many quarters, and its lower wages, is considered. The total amount saved by the club members did not reach the high peak of a former year, it is true, but when the unusual financial and business conditions are all considered, it must be considered as a highly successful venture even this year.

The ninth annual Christmas Savings Club of the Alma State Savings Bank will be started on Thursday, December 23, and it is expected that those who had memberships in the club this past year will again have memberships, and that a large number of other people will avail themselves of this means of financing their Christmas and winter purchases for next year through this method, which provides for a small payment each week during the year, which if continued for the period of the club will also draw a small rate of interest. It is really surprising to many of the club members how easy it is to save a goodly sum of money during the course of the year through this method.

LADIES UNION ELECTS

The Ladies Union of the Baptist Church has elected the following officers for the coming year: President, Mrs. Fadden; vice president, Mrs. H. M. Glass; secretary, Mrs. Herbert Becker; financial secretary, Mrs. Charles Phelps; treasurer, Mrs. R. C. Ditto.

NOTICE

Dancing Classes have been discontinued until after the Holidays, Opening January 4th, 1923.
F. E. Fivenson,
Dancing Master.

A fine line of stationery at L. N. Bakers.—advertisement 81-2w

Local News

Miss Bell Burgland is on the sick list.

Mrs. Wesley Webb is very ill at the hospital in this city.

Art linens in all widths at L. N. Bakers.—advertisement 81-2w

You will find the best bread in Butter Cup wrappers.—advertisement. 02-1fe

J. D. Helman and family spent Sunday at F. M. Kyes' near Forest Hill.

Mrs. Carl Gallagher is clerking in the Robinson store during the holidays.

Miss Mary Moyemont who has been nursing here has returned to St. Louis.

M. D. Wilcox of Detroit is visiting with his sister, Mrs. Arthur Dultz, for a few weeks.

Deputy Sheriff Earl Willert of Ithaca was in the city on business Thursday afternoon.

Mr. and Mrs. Floyd Williams were called to Pigeon, Sunday to attend the funeral of a relative.

Miss Ruth Cushing is rapidly improving, a fact which her many friends will be pleased to know.

Dr. E. G. Sluyter, osteopathic physician, State Savings Bank Building, Alma, both phones.—advertisement. The next regular meeting of St. Alma Shrine, No. 26 W. S. of J. will be held Tuesday evening, Dec. 19 at 7:30 o'clock.

Professor F. E. West of Alma College was in Saginaw, Friday evening as one of the judges of the high school debate held there.

We are selling all velvet and felt hats at cost. We will be open evenings until after the Holidays. Elite Style Shop, Vought & Spaulding advertisement. 82-2wks

Ladies tailored gowns in velvet and serges made, also ladies coats, jackets and capes refined. All work guaranteed, at Elite Style Shop, Vought & Spaulding.—advertisement 82-2wks

The bazaar held by the White Shrine at the Masonic Temple last Friday and Saturday afternoon and evenings was a decided success from every view point, the special attractions being especially good. A fine sum was realized by the Shrine from the bazaar.

Friday evening 36 members of the Rebekah of Mt. Pleasant came to Alma with the degree team from that city and put on the degree work for the Alma lodge and on Monday night a number came to Alma from the Ashley I. O. O. F. lodge and the local team put on the first degree work.

Mrs. Gaffney entertained Miss Mary Anderson of Washington, D. C., Miss Bishop and Mrs. English of Saginaw at dinner Thursday night. Miss Anderson gave an address in the evening at the Wright House parlors, going into detail as to the work carried on in that department in Washington.

NOTICE

There is double the need of an early mailing of your "Christmas presents" this year as the holiday comes on Monday and in order to insure delivery before Christmas your packages should be despatched several days in advance. Prompt service and despatch are guaranteed and we are ready to co-operate with you in this respect. It is absolutely essential that all your mail be plainly addressed and have your return address on the upper left hand corner, as well as having the packages securely wrapped and tied. It will be to your advantage to follow the above suggestions.

Frank O. Parker, P. M.

INEXPERIENCE COSTS DEBATE
The Alma high school debating was defeated by the Midland forensic trio at Midland Friday evening when the two teams clashed on the question of the Great Lakes Waterway. Midland took the negative side of the argument and the Alma team the affirmative. In the constructive work the Alma team displayed some fine work in spite of the fact that every member of the team is new to the debating art this year, but lost the contest in the work on rebuttal, having little knowledge as to breaking down the arguments of their opponents. In spite of the fact that the negative is generally recognized as the strongest side of the question, the debate was lost by only a 2 to 1 decision.

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or your money back
Positively Contains no Aspirin
For Sale at all Drug Stores
30 Tablets 25c

The Central Michigan Light & Power Co.

TAKES THIS OPPORTUNITY TO THANK ITS PATRONS FOR THE BUSINESS OF THE PAST YEAR AND WISHES ITS CUSTOMERS A VERY

Merry Christmas

ATTENDED WITH MANY BLESSINGS AND A HAPPY, PROSPEROUS

New Year

MARTIN STORES CORPORATION

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"A 41 STORE BUYING POWER"

Everything You Want In Clothes—At Less Cost

Rich all wool fabrics that give long service, the best of style and tailoring—that's what you get for much less money in Martin clothes.

All Wool Suits and Overcoats

TOWN FAMOUS VALUES AT

\$22.50

RAINCOATS—ALL KINDS—ALL STYLES—\$5 TO \$15

Practical Gifts for Boys

Boys' All wool 2 pant Suits, \$7.45 to \$12.45
Boys' All-wool Overcoats, \$5 to \$15
Boys' All-Wool Sport Coats, \$2.69
Boys' Wool Knit Caps at 69c and \$1.25
Boys' Dress Caps, winter style 69c to \$1.25
Boys' Flannel Shirts, 12 to 14, \$1.45 to \$1.95
Boys' Flannel Blouses, 8 - 16, \$1.25 to \$1.69
Boys' Madras Blouses, 8 to 16, at 69c to 95c

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GIFT MONEY GOES FATHER AT MARTIN'S

Men's Angora Knit Mufflers.	95c to \$2.45
Men's Silk Knit Mufflers.	95c to \$1.95
Men's Silk Knit Ties, boxed	45c to \$1.45
Men's Fancy Silk Handkerchiefs.	50c to \$1.00
Men's Fancy Wool Hose	45c to \$1.45
Men's Novelty Dress Hose	45c to \$1.45
Men's Silk Shirts	\$3.95 to \$5.95
Men's Madras Shirts	\$1.45 to \$2.95
Men's Dress Flannel Shirts	\$1.95 to \$4.95
Mens' Belt and Garter Sets	50c to \$1.50
Men's Suspender and Garter Sets	95c
Mens' Boxed Jewelry	50c to \$2.00
Men's Belts, boxed for gifts	50c up
Elderly Men's Ready-Made Ties	45c
Men's Knit Sport Coats	\$3.45 up
Men's All Wool Sweater Coats	\$3.95 up

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Bring your order to our store where you will find nothing but first class goods in everything the season affords.

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■ Apples	■ Celery
■ Peanuts	■ Lemons
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■ Nut Meats	■ Cranberries
■ Mixed Nuts	■ Leaf Lettuce
■ Marshmallows	■ Head Lettuce
■ Cluster Raisins	■ Green Peppers
■ Salted Almonds	■ Sweet Potatoes
■ Extra Fancy Cheese	■ "Sure Pop" Pop Corn
■ Salted Peanuts	■ Grape Fruit
■ Bananas	■ Currants

SPRUCE CHRISTMAS TREES

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