

THE BELDING BANNER

TWENTY-SIXTH YEAR

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JESSE K. COATES, President J. M. LANGSTON, Vice Pres. FORD HICKS, Editor and Mgr.

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The Banner is read in more homes than all other local weekly papers combined in its territory.

Entered into the Belding Michigan Postoffice as second class matter.

Belding's Official Newspaper Independent in Politics

WHY NOT MICHIGAN, TOO?

The liquor traffic of Alabama was given a body blow by the legislature of that state recently when both houses passed a bill, over the governor's veto to prohibit newspapers, published in the state, from printing liquor advertisements, and also to prevent the circulation in the state of papers published outside Alabama carrying advertisements. The new act, which will go into effect immediately, also prohibits liquor advertising by circular, billboard, display or otherwise.

The legislators of Alabama, by the passage of this act in defiance of a hampered governor, have displayed wise forethought and prudence in the interests of their constituents. They have seen that the liquor interests are attempting, under the guise of newspapers to go into the best homes of the state and influence the youth of the state. Unquestionably the southern states are leading the northerners into a broader and better light in regard to the nation's curse. Why should not Michigan follow the act of her southern sisters?

WHY ADVERTISING IS READ

One of the foundation principles of successful newspaper work is that the closer anything comes home to the personal affairs of the reader, the more interest it excites. An item about the business interests of a neighbor is likely to be read with more attention than a report of some fatal disaster many miles away, affecting communi-

ties and people of which no one knows anything.

This gives one idea why it is that advertisements are always read with such attentive interest. They relate directly to the personal affairs of the public.

People are deeply concerned nowadays about the cost of living. They lie awake nights worrying about it. The club formed to discuss the poetry of Tennyson may spend much of its time talking over the cost of beef or the wages paid servants.

So anything relating directly to living costs appeals as keenly as anything there is in the newspaper. The account of the battle over in Belgium is thrilling, but it is many miles away, and without immediate effect on the reader.

But when one learns from some wide-awake merchant's advertising, that he has acquired a lot of potatoes or oranges or flour or overcoats at a special bargain, and is prepared to close them out at a low price, the thing hits us where we live.

Every one that wants to reduce his cost of living, and that includes nearly the whole community, is affected by such an advertisement. It is read more eagerly by the housewives than the news of the distant battle. The men also are interested, and ask their wives why they don't go there and buy.

Advertising is often the best news in the paper. Merchants who use it may be sure that every line they say is read.

CHADWICK

Miss Mary Kohn of Cook's Corners visited at J. E. Chadwick's Saturday night and Sunday.

Mrs. Glenn Sprague returned home Monday morning after visiting her parents here for ten days.

A company of ladies spent last Thursday with Mrs. Orson Rowley and helped her tie the comfortable and they enjoyed a fine dinner.

Will Mason is moving into the Belding house here.

Mrs. W. J. Moore went to Ionia Monday and returned home Tuesday night.

Mr. and Mrs. Ben Benhagel of Ionia visited at F. D. Chadwick's Thursday. There will be an entertainment at Green's church March 11. An admittance of ten cents will be charged the proceeds to help repair the church.

Ermont Marshall and family are at W. J. Wheeler's.

The annual cemetery association for Green cemetery will meet at Melvin Smith's March 10, 1915, with a chicken pie dinner.

President Wilson hasn't given us a popular phrase since "watchful waiting"; and such an able phrasemaker, too.

Harriet Crane Obituary

(Written by Her Husband)

Harriet May Crane was born in Barre, N. Y., November 10, 1874. She went to Hebron, Illinois, in the fall of 1890, where she was followed three years later by her parents. In the spring of 1910 she moved to Woodstock, Illinois, at which place she was married to Warren Hiccup of Belding on November 23, 1912.

As a girl Mrs. Crane attended the Hebron, Illinois public schools and took an active part in all of the social affairs of the community. She passed away at her home in Belding February 6, 1915, death being due to a complication of diseases.

Again we stand in the shadow of a great mystery—a shadow as deep as when the tears of the first mother fell upon the pallid face of her lifeless babe; a mystery that has never yet been solved. Another life of love is now a blessed memory—a lingering strain of music. The pure and consecrated wife, the sincere friend—who with tender faithfulness discharged the duties of her life—has reached her journey's end. A braver, a more sincere and more altruistic spirit-clasping the loved and by them clasped—never passed from life to enrich the realms of death. No field of war ever witnessed greater fortitude and more perfect smiling courage than this poor, weak and helpless woman displayed upon her bed of pain and death. Her life was gentle and her death sublime.

She loved the good and all the good loved her. There is this consolation—the loved and by them clasped—never passed from life to enrich the realms of death. No field of war ever witnessed greater fortitude and more perfect smiling courage than this poor, weak and helpless woman displayed upon her bed of pain and death. Her life was gentle and her death sublime.

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Local Items

All About Our Town And Its People

The Banner is pleased with the hearty response received from the letters being sent out in an effort to correct the subscription accounts. Many who could not come to the office have mailed their remittances.

Donald Pilkington was home from Big Rapids to spend Sunday.

Mr. and Mrs. Earl Seely of Ionia were week-end guests of Mrs. Mae Seely.

Louis T. Arbour of Ionia spent Sunday with friends here.

Mrs. I. L. Hubbell and Miss Marie Reed spent Saturday in Grand Rapids.

Mrs. C. G. O'Bryon and Mrs. Emily Ford spent Thursday with friends in Orleans.

Miss Alta White was home from Grand Rapids over Sunday.

Miss Gladys Pace of Coopersville was the over Sunday guest of her father, Arba Pace.

Miss Helen Longan of Orleans returned to her home Monday after a visit with her grandparents Mr. and Mrs. F. P. Hamman.

Parisian Sage surely makes dull, lifeless and faded hair glossy, soft and fluffy. Just one application removes every bit of dandruff and stops itching scalp. A large bottle costs but a trifle at Wortley & Finch's—Adv.

P. H. Roe, James Griffin, Matt Jonas, Fred Meade, Arnold Schmidt and Phil Young were in Ionia Monday witnessing the initiation of several in the K. of C. lodge.

Fred Meade spent Saturday in Ionia with his mother Mrs. Milo Scott.

Miss Bertha Heibig spent Saturday in Grand Rapids.

The Misses Bessie and Rena Brown were home from Kalamazoo to spend the week-end with their parents Mr. and Mrs. George Brown.

Miss Anna Larsen returned Monday from a few days' visit at Hastings.

Miss Millie Ziemann and Miss Susie Lammie spent Saturday in Grand Rapids.

Mrs. Ettie Payne is spending this week in Grand Rapids.

Born to Mr. and Mrs. Harvey Fritch, February 17, a boy.

Why suffer cataract and let it ruin your health and happiness. Simply breathe Hyomel. Wortley & French sell it on the "No-cure-no-pay" plan. Begin treatment now and get quick and lasting relief.—Adv.

James Avery announces he will be a candidate for city treasurer at the spring election, on the republican ticket.—Adv.

Glenn Snyder spent last week with his parents Mr. and Mrs. S. C. Snyder of McCords.

Sanford Leach of Pierson spent Saturday with relatives here.

Mrs. A. B. Hull spent Saturday in Grand Rapids.

Mrs. Will Leach and James Young went to Milbrook Monday to visit their sister, Mrs. George Reichert.

Miss Dora Rancour has returned to her home at Standish after an extended visit with her sister, Mrs. Otto Lehman.

Miss Eva Benton who is attending the Ferris Institute visited her parents Mr. and Mrs. Fred Benton over Sunday, returning to Big Rapids Monday.

Mr. and Mrs. Forest Fish spent Monday in Howard City.

Mr. and Mrs. Frank LaDow of Grand Rapids were over Sunday guests of Vern LaDow and family.

Mr. and Mrs. Sam Clements and children of Orleans were over Sunday guests of Mrs. Clement's parents, Mr. and Mrs. F. P. Hamman.

Miss Abbie Curtis spent Monday with relatives in Ionia.

Mrs. L. Gibbs of Edmore spent Sunday with Mrs. F. P. Hamman.

Mr. and Mrs. A. M. Eaves and Bert Rowley were in Ionia Monday attending the mail carriers' convention.

Miss Vivian Smith of Grand Rapids came Saturday for a short visit with her mother, Mrs. Oscar Day.

Miss Louise Parks of Grand Rapids spent the week-end with friends and relatives here.

Vaughn Lawson of Grand Rapids spent Sunday with Belding friends.

Mrs. Art McCoy has gone to Chicago for about a two weeks' visit with Mr. and Mrs. Frank McCoy.

George Crawford, Glenn Brown, and Orby McCoy spent Tuesday in St. Johns on Tuesday.

Mrs. H. A. Lamb entertained her mother, Mrs. A. M. Whitney and sister, Mrs. Emma Beckwith of Grand Rapids over Sunday.

Miss Norma Loewe has been visiting her parents Mr. and Mrs. H. A. Loewe a few days, returning to Lansing Tuesday.

A Spring Display of Elegance In Women's Attire. During these February days we are showing all the new and fashionable effects for the coming season, such as flared and crinoline skirts, bell-shaped and Mousquetaire sleeves, high belted waist line, military effects and a greater simplicity, combined with the quaintness of the mid-Victorian period. The suit sketched is of black or navy blue fine serge. It's chief characteristic is shown in the short empire jacket with the high belted waist line. Mannish revers and V. opening in front; high rolling collar in back. Jacket is gathered in back and has deep folds from waistline down. Long sleeves with turned back cuffs, pearl button-trimmed. Plain circular flare skirt with self-suspender straps that go over the shoulders and full gathered in the back at the belt line. Price, \$25. All Goods Sent Free By Parcel Post. B. SIEGEL & CO. CORNER WOODWARD & STATE ONLY PLACE OF BUSINESS NO CONNECTION WITH ANY OTHER STORE DETROIT, MICHIGAN.

George Reed of Detroit spent Sunday with his parents, Mr. and Mrs. W. B. Reed. Miss Allie Sabine and Mrs. Edgar Stanton have gone to Cleveland to purchase a line of spring millinery for the Stanton & Sabine store. Miss Rena Chapple was home from Hart where she is teaching, to attend the funeral of James Smith. Miss Mable Barnum, who formerly had charge of the Box Factory, visited friends here Monday. Miss Barnum went to Detroit from here. Mr. and Mrs. Chas. A. Wagner and son Thayer have returned home from a visit with Mrs. Wagner's parents of Big Rapids. Miss Florence Washburn spent Friday and Saturday in Grand Rapids. Mrs. Will Cannon returned to Grand Rapids to-day after a week's visit with her mother, Mrs. E. M. Parney. Miss Georgia Cathcart who has been staying with Mrs. W. H. Angell returned to Grand Rapids Friday.

OFFICERS: Brinton F. Hall, President W. Lee Cusser, Cashier Frank R. Chase, Vice-president Ambrose Spencer, Asst. Cashier

That Boy of Yours Are You Looking Out For Him?

Did you ever think that a SAVINGS ACCOUNT, started NOW, might pay his way through college a few years hence, or might start him in business with a fair working capital. Putting in a small amount each week really wouldn't affect YOU at all, but think what a help it would be to your boy or your girl. The child's future is the most sacred duty of a parent, and you should aid him in every way possible. The very "hardest thing" about saving money is GETTING STARTED, and "getting started" is a good "90 per cent start" on the road to "SUCCESS." A good account started now will encourage your boy to form the "HABIT" of saving. He will take an interest in making his account GROW. You KNOW how a little loose change in a boy's clothes "burns holes" in his pockets. Unless you encourage him in habits of thrift and saving, he will easily fall into the habit of spending his money just as fast as he makes it—and a boy cannot make a greater mistake. A good many parents have opened accounts for their children. Why Don't You? We pay 3 PER CENT interest on SAVINGS DEPOSITS and compound it TWICE each year. That's 50 per cent more than a Government Bond would pay you, and your money here is just as SAFE as it would be if the Government had it.

Peoples Savings Bank The Bank That Does Things For You. DIRECTORS: Frank R. Chase, H. L. Page, Fred Underwood, Brinton F. Hall, Geo. W. Monilton, John Hessler, Chas. Eddy, Frank L. Moon, W. L. Cusser, Geo. Hoppough.

Sunday Dinner February 28 MENU Ox Tail Soup Chicken Pie Olives Prime Roast Beef Wax Beans Mashed Potatoes Brown Bread English Pubbing White Bread Apple and Cranberry Pie Ice Cream and Cake Tea, Coffee and Milk TWENTY-FIVE CENTS UNGERS' RESTAURANT, Robt. Moore, Prop.

PLANS REMODELING REPORTS ESTIMATES BUILDINGS COMPLETE CHAS. E. COVELL, Gen. Mgr. COVELL SERVICE COVELL Covell Construction Company Architects — General Contractors Ionia, Michigan

"Dependable Hardware At Living Prices." This is our motto, and we are able to live up to it because our running expenses are low. We can sell the right kind of hardware at prices that are right. If you are figuring on building this spring come in and get our hardware figures. Belding Hardware Co. SOUTH BRIDGE ST. BELDING, MICH.

Do Not Grip! We have a pleasant laxative that will do just what you want it to do. Rexall Orderlies We sell thousands of them and we have never seen a better remedy for the bowels. Sold only by us, 10 cents. Connell's Drug Store.

COMING FEATURES at the Star Theatre THURSDAY, FEBRUARY 25—"Merely Mother"—Drama by Biograph Co. FRIDAY, FEBRUARY 26—"On Lonesome Mountain"—Drama of the Kentucky Mountains by Lubin Co. SATURDAY, FEBRUARY 27—"The Thief of the Crown Jewels"—Featuring Alice Joyce Wearing a Million Dollars in Jewels in Some Thrilling Aboard Ship Scenes. MONDAY, MARCH 1—"The Prince Party"—Drama by Essanay Co., Featuring Francis X. Bushman. TUESDAY, MARCH 2—"Josie's Coney Island Nightmare"—Comedy by Vitagraph Co., Featuring Josie Sadler and Billy Quirk. WEDNESDAY, MARCH 3—"The Long Way"—A Three Reel Feature by Edison Co., Featuring Miriam Nesbit and Mabel Trunnelle. MATINEE SATURDAY 2:30 P. M.

JUST THINK! We are showing New Spring Coats and Suits—GUARANTEED TWO FULL SEASONS. Coats---\$7.50 Up Suits---\$13.00 Up All the Latest Styles and Shades. If you are thinking of getting a new Spring Coat or Suit—you surely cannot afford to let these good things slip by without getting your share of them—AND WE WILL TRUST YOU TOO. Dress Well And Never Miss The Money. We Are Also Showing a Full Line of New Dresses. Cichy's CLOAKS & SUITS The Store That Made Low Prices in Belding