

ORLEANS

Mrs. Mumby of Ionia visited with her granddaughter, Grace Anderson, last week. Mr. and Mrs. Ernie Osborn are visiting among relatives at Mecosta. Mrs. C. D. Easterbrook is on the sick list. Mrs. Fred Christensen of Grand Rapids visited with her uncle, Frank Hoppough, Friday evening. Mrs. Anne Treynor spent Thursday with her son, Frank, and family. Mr. and Mrs. Asa Treynor of Ionia and Mr. and Mrs. John Van Giesen called on their parents, Mr. and Mrs. Ed. Treynor Sunday. Mr. and Mrs. Mont Spaulding are home again after spending a few days with their friends, Mr. and Mrs. Ed. Lambertson, at their Long Lake cottage. Hyde Jackson of South Orleans was in town Monday calling on friends. Mr. and Mrs. Morton Olmstead left for their new home Saturday. Howard Noddins is sick with pneumonia. A nice party was given Carleton Currie and Raymond Noddins at the home of the former's parents, Mr. and Mrs. Fred Currie. Twenty friends of the young men were in attendance. Refreshments of sandwiches, pickles, cake and cocoa were served. A fine time was enjoyed and all left for their homes leaving the best wishes for the boys, who started Monday for M. A. C. Mr. and Mrs. Walter Decker of Lake Odessa were Sunday guests of the former's parents, Mr. and Mrs. F. E. A. Decker. Mrs. White and family are entertaining company from Wisconsin. Mr. and Mrs. Al Sherwood and children spent Sunday in Grand Rapids. Mr. and Mrs. ROLLIE Young spent Sunday in Weidman. Mrs. Glenn Reimer of Grand Rapids are visiting his parents, Mr. and Mrs. M. Reimer. Mr. and Mrs. Ed. Slater of Lyons were callers in Palo Sunday. Ray Baker of Elwell visited his parents, Mr. and Mrs. Frank Baker, Sunday. Mr. and Mrs. John Farmer visited his parents at Ferris Corners last week.

SARANAC

Mr. and Mrs. M. F. Sargent are brand new "grandpa" and "grandma" to a brand new nine-pound grandson, born Friday, September 23 at Hastings to Mr. and Mrs. Gena Brower. He will be known to his friends as Richard Eugene. Mr. and Mrs. O. Brower left Monday for an extended visit in Norcoratur, Kansas. Mr. and Mrs. J. Clyde Watt and Mr. and Mrs. D. K. Jepsen motored to Belding Sunday for the day. Paul Ger of Grand Rapids spent Sunday with Mr. and Mrs. T. S. Barber. Mrs. Elizabeth Youngs, aged eighty-seven years, died at her home in Berlin Friday last. The funeral was held at her home on Sunday at two o'clock, and she was interred in the Saranac cemetery. John Tobias, who has been spending the summer in and around Saranac, returned to his home in Lansing Tuesday. A number of the ladies surprised Mrs. Henry Frace Monday, the occasion being her birthday. Mr. and Mrs. D. K. Jepsen moved to Ionia Monday. Mr. and Mrs. L. Culp and Mr. and Mrs. Frank Hunt and two boys of Lake Odessa, and Mrs. E. Sanders of Sanilac spent Sunday with Mr. and Mrs. Lee Otis. Mrs. Martha Knight of Ionia and Mrs. Woodmaney of Texas spent Saturday and Sunday with Mrs. S. A. Swain. Mr. and Mrs. Swain have been visiting relatives in Saranac for some time, and returned to their home in Detroit Tuesday. Mr. and Mrs. Jay Harwood and Mr. and Mrs. T. S. Barber motored to Grand Rapids Wednesday for three days at the fair.

PALO

(Last Week's Letter) James Rork of Lansing is visiting his brother, Ed. Rork, and family. Mr. and Mrs. Glenn Reimer of Grand Rapids are visiting his parents, Mr. and Mrs. M. Reimer. Mr. and Mrs. Ed. Slater of Lyons were callers in Palo Sunday. Ray Baker of Elwell visited his parents, Mr. and Mrs. Frank Baker, Sunday. Mr. and Mrs. John Farmer visited his parents at Ferris Corners last week.

Mr. and Mrs. Greenwalt visited at Lyons last week. Mr. and Mrs. Geo. Worthy visited her parents, Mr. and Mrs. C. A. Knapp, Sunday. Rev. and Mrs. Gould motored to Flint and Holly last week. Miss Elliott accompanied her sister, Mrs. Gould, home. Mr. and Mrs. Will Somers and Mrs. Tanna Wilder and Will Wilder returned Saturday from a ten days' trip in the northern part of the state. Mrs. Ann Wood, a pioneer of Bushnell, passed away Saturday morning. Funeral services will be held Monday afternoon at 2 o'clock at the Baptist church. Interment in Palo cemetery. Dee Knapp of Ionia was home over Sunday. Floyd Crandall of Ionia was a caller in Palo Sunday. Zack Hancock and family of Muir were callers in Palo Sunday.

NORTH EASTON

Mr. and Mrs. James Lyle of Dilhine were Thursday guests of A. H. Guernsey and Mrs. Belle Strong. Mr. and Mrs. Ed. Snyder and daughter, Ila, and Mr. and Mrs. M. F. Holcomb of Ionia were Sunday guests of the latter's son and family, Mr. and Mrs. Dey Holcomb. Mrs. George Vance and grandson, George, were Tuesday afternoon guests of Mrs. Levi Krick. Mrs. Hattie Doxey was a recent guest of Mrs. Mary Smith and brother, Will Boltz, of Ronald. Mrs. Ed. Vance and children were Wednesday dinner guests of Mrs. Levi Krick. Mrs. Jennie Bement and Mrs. Belle Strong were also guests of Mrs. Krick. Mrs. Levi Krick was a Thursday guest of Mrs. W. S. Ward.

WEST KEENE

(Last Week's Letter) Mrs. Ed. Potter is taking treatment at a hospital in Grand Rapids. Mr. and Mrs. Lapo of Lake Odessa came Sunday to visit Mr. and Mrs. Brock, and brought Mr. and Mrs. Amasa Smoke to visit their cousins, Mr. and Mrs. B. F. Wilkinson. Not finding Mr. and Mrs. Brock at home they continued on to Belding and Greenville to visit. Next Sunday is the last Sunday in the conference year. A sermon appropriate to the occasion will be de-

livered by the pastor, Rev. John Brest. Everyone invited. Neighbors formed a bee on Tuesday and cut the corn at Art Condon, who has been ill for about four weeks. A. L. Pant and son have a fine field of beans, 30 acres, on the B. F. Wilkinson farm. B. F. Wilkinson loaded over 300 bushels of Maiden Blush and Wealthy apples on a car at Lowell last week to go to southern Indiana. Mr. and Mrs. Lee Lampkin spent Sunday with the latter's parents, Dr. and Mrs. Haines of Sparta. Mrs. Harley Dennison of Grand Rapids is spending a few days with her brother, George Golds. Mr. and Mrs. Lee Lampkin returned from their wedding trip last Thursday. Invitations are out for the marriage of Miss Elva Bowen and J. B. Sturgis at the home of W. R. Bowen, Wednesday, October 11. Mr. and Mrs. F. Daniels, Mr. and Mrs. Robt. Brock, Mr. and Mrs. Clayton Cahoon spent Sunday with Mr. and Mrs. Art Spoon of Grand Rapids at their farm home near Rockford. About 60 attended the hand social at the Keene Grange Friday evening. A fine address was given by John C. Ketcham. The proceeds were nearly \$25.00. Most people have good memories—except in regard to the favors done them.

KEENE

Mrs. Bert Scheidt spent over Sunday at Lakeview with her mother. Callers at M. D. Hull's Sunday were Walter Higgins, Floyd Sparks and son, and Mrs. Sabel Pinckney. Mr. and Mrs. Dan Carr spent Sunday at James Henry's. Mrs. M. D. Hull called on her daughter, Mrs. Sparks, Friday. Visitors Sunday at B. Rich's were Mr. and Mrs. Milo Brown and family, Mr. and Mrs. James Hopkins and daughter, Elma, and Mr. Rich's niece from Grattan. Mrs. Rich is in very poor health. Mrs. Ann Hopkins spent a few days last week with Mrs. O. Bowen.

FENWICK

Mrs. Westfall is on the sick list. Charles Snyder is the proud owner of a new Maxwell automobile. Dr. Johnson died Friday at his

home. Funeral services were held at 2:00 o'clock Sunday. Burial was at Sheridan. Wm. Wells of Sheridan visited at I. G. Parks' Sunday. Frank Worden is on the sick list. Myrtle Connor called on C. J. Thompson Sunday. Stewart Thompson Sunday with his parents, Mr. and Mrs. C. J. Thompson. C. D. Hunter is building a chimney for a new furnace.

Mrs. McTaggart is having her houses repaired. Maurice Parks is doing the work. W. W. Root is going to have a furnace installed. Rev. Gephart is moving his household goods to his farm in Clare. Mrs. James Belyevn is confined to her bed since her operation. Mr. and Mrs. Delbert Worden are visiting F. W. Worden, his brother. Maurice Barber bought the store property of Mrs. McTaggart one day last week.

Hite Hale of Chadwick was here last week looking after his elevator business, while the overseer was sick. Ida Cole is home from school on account of trouble with her eyes. Rev. Bridgewater will preach his farewell sermon at the Congregational church, Sunday night. Charel Herney and family were in this place Saturday. Mr. and Mrs. George Reeves of Stanton are visiting her sister, Mrs. R. C. Chapman, and brother, V. G. Alchin.

SMOKY ROW

Mr. and Mrs. Fred Benton and family and Matt Kohn motored to Rockford Sunday and visited with Joe Kohn and family. Mrs. F. M. Tillotson and grandson, Roy, visited with Mr. and Mrs. Wm. Leary Sunday. Miss Ethel Witt visited with Reva and Bessie Benton Sunday evening. Miss Tina Benton is home for a few days' visit. Mr. and Mrs. Eli Hanks called at Eli Witt's Sunday afternoon. William Sparks, Chattie Crozier, Mrs. Roswell Bliss, Mrs. Ernest Benton attended the social band at Henry Skellenger's Wednesday. Dr. J. F. Pinkham and family of Belding, waded the Monday evening guests of Eli Witt and family. Mrs. F. M. Tillotson and Mrs. Ray Tillotson visited with Mrs. Ed. Condon Tuesday afternoon.

PARNELL

Miss Sarah O'Brien has gone to Grand Rapids. The Misses Mary and Perleen Bresnahan spent Sunday in Belding. Mrs. Chas. Farr of Rockford spent a few days the past week with friends. Mrs. Deo spent Sunday with Mr. and Mrs. Albert Tiffany. Mrs. Melvin Byrnes called on Mrs. Corrigan Sunday afternoon. Mrs. Clayton Ladner spent a few days last week with her in Grand Rapids. Mrs. John Collins and sister, Catherine Toohy, spent the week-end with their parents.

ASHLEY

The Ladies' Aid will hold a harvest social at the new barn of Mr. and Mrs. C. L. Beardslee this week, Friday evening, September 29. Chicken pie supper and all the good things that go with it. The entertainment committee have made plans for some real fun in the way of a county fair. Bill for supper 25 cents. All are cordially invited to come especially the Belding friends. Irene Morton spent last Wednesday with Grandma Eggleston. Mr. and Mrs. Robert Wood were guests of Mr. and Mrs. Braumen of Grand Rapids last Thursday and Friday. Mr. and Mrs. Lon Smith and Mr. and Mrs. C. Walker of Greenville attended church at Ashley last Sunday and were guests of Miss Nellie Ashley for dinner. Mrs. Ellis wishes all the little ones under three years of age to be sure and have their mammies bring them to Sunday school next Sunday as the cradle roll is to be started again. Mr. and Mrs. Bert Heavener and children of Detroit were guests of Mr. and Mrs. Ralph Hall last Sunday.

CELRITE GROCERY

We can save you from 20 to 25 per cent on your Groceries

14 lbs Sugar \$1.00
10 lbs Sugar .69
(With All Orders of Groceries of \$1.00 or More, Everything Included)

- New Potatoes, per bushel... \$1.40
Peaches, for canning... \$1.40 to \$1.60
Five pounds Fresh Corn Meal... 15c
Borden's Eagle Milk, per can... 15c
Pink Salmon, best Alaska, can 10c and 12c
Medium Red Alaska Caught, 15c; 2 for 25c
Best Red Alaska Caught, 18c; 3 for... 50c
Three Cans Peas or Corn... 25c
Two Cans Pineapple, best Hawaiian... 25c
Large Can Best Peaches... 15c
Dry Onions, per peck... 40c
Quaker Corn Flakes, pkg... 6c
30c Can Instant Postum... 25c
25c pkg. Postum Cereal... 23c
Coaline Soap, two for... 15c
Large pkg. Snow Boy Powder... 15c
Three Cans Sunbrite Cleanser... 10c
Eight Bars Lenox Soap... 25c
Two Bars Palmolive Soap... 15c
Six Bars Any 5c Soap... 25c
Seven lbs. Rolled Oats... 25c
Ten-lb. Sack Graham Flour... 38c
Jellycon, any flavor... 8c
Quart Can Cocoa... 25c
Fig Bars, per pound... 12c
Quart Can Mustard... 15c

Sat. Special Sweet Potatoes 25c ten pound

Peanut Butter per lb. 10c

- 5 lbs. Cracked Rice... 25c
Two lbs. Best 10c Head Rice... 15c
Good 4-String Brooms... 35c
Three Boxes 5c Matches... 10c
Three pkgs. Kellogg's or Post Toasties... 25c
Two pkgs. Shredded Wheat... 25c
Five lbs. 25c Coffee... \$1.00
Five lbs. 30c Coffee... \$1.25
Two lbs. 50c Tea... 80c
10c pkg. Can Rubbers... 6c

Pure Cider Vinegar pr gallon 20c

- Six Small Cans Milk... 25c
Large 12c Can Pork and Beans... 10c
Currants, per package... 10c
Cranberries, per quart... 10c

FLOUR

At Less Than Wholesale Cost Today
Golden Anchor Flour, per sack... 90c
Pansy Blossom Flour, per sack... 98c
Gold Medal Flour... \$1.10
Crescent Flour... \$1.10
Marvel Flour... \$1.10
New Perfection Flour... \$1.10
Best XXXX Flour... Worth \$1.25

J. DeVlieger & Son

Next To Star Theatre West Main Street

BUY AT HOME DEPARTMENT

ALWAYS DEAL WITH YOUR responsible merchants for dry goods. We can compete with anyone anywhere, and we stand back of all our goods every time. See us first. E. C. Lloyd.

WHEN IT COMES TO SHOES our line will suit you as we carry only the best grades and our prices are right. We are boosters for Belding and Home Trade. Orlo Morse, Shoe Store.

LOOK UP YOUR PANAMA HAT —have it cleaned—will save you money. You will soon need it. Don't forget we doctor up your sick clothes, too, and make suits to order. Burt Curtis, 111 W. Main St.

IF YOU NEED LADDERS OF any kind, extension and plain, any length, see us before you buy. We have an excellent assortment Belding Lumber Co.

HAVE YOUR SHOES REPAIRED the electric way, while you wait. We do all our work right and can please you. Ladies and gents' Shoe Shining Parlors in connection, 120 So. Bridge street, Arnold Schmidt.

HAVE YOU EVER BEEN ASKED —have you a bank account? What a difference it will make to say yes. Your credit is established at once. We pay interest on savings accounts. See us. Peoples' Savings Bank.

OUR MOTTO IS TO LIVE AND let live; our prices and fair treatment will win your confidence and patronage. We are firm believers in Home Trading. Our interests are mutual. See us. Belding Hardware Co.

NOW GET READY FOR SUMMER with your electric supplies. We have a large line of all kinds—electric irons, toasters. We install electric plants. Don't live in darkness, have your home wired. Spencer Electric Light and Power Co.

JUST STOP AND THINK WHEN it is hardware, stoves, paints and sporting goods, plumbing, heating, our store is in Belding and every dollar you spend at home helps the town. T. Frank Ireland Co.

DO YOU COOK BY GAS? IT IS cleaner and cheaper. See our large line of gas stoves and ranges, water heaters, Welshbach gas lights, reading lamps, arc lamps, etc. Belding Gas Works.

MAKE UP YOUR ORDER FOR groceries but don't send it to a mail order house. We can beat their prices every time. We stand back of our goods. W. L. Covert, 902 So. Bridge street.

REMEMBER OUR STORE WILL be headquarters for school supplies, new and second-hand school books. School books for the country schools. H. J. Connell.

BELDING SAVINGS BANK; capital, \$50,000.00; surplus and profits, \$26,000.00. Your business solicited.

DON'T BE A RAINBOW CHASER; you will find a pot of gold at our store if you select your watches and jewelry here. Fine watch and clock repairing a specialty. M. L. Wroughton, Jeweler.

ADVERTISE AND YOU WILL HAVE SUCCESS (Copyrighted, 1914, by Thomas J. Sullivan.) The concern which persistently and consistently advertises brings to itself great reward in the form of increased business. Fences, rocks and trees are covered with print and paint. The shower of advertising in the shape of handbills is incessant. They are put into one's hand at every step—at the church door and in hotels, in public vehicles, thrust under private doors and sent by millions through the mails. Glittering Advertising Maze The only road to commercial success leads through a glittering maze of advertising. Great boats, bearing on their sails huge advertisements, sail up and down all season before crowded watering places, and now and then a rain of advertisements comes from a wandering aeroplane. When daylight falls the magic electric light throws advertisements on large screens in conspicuous places in both large and small cities. Climb to the Mountain Top and shout for a solution of the retail mail order evil, and back over the hills will come the answer in the echoing cry "Advertise!" The life, the fame, the success, the hope and future of commerce lie in that one magic word. Advertising is unquestionably the weapon which will make the community worthless for the retail catalogue houses, but it is not absolutely necessary that printed matter be the whole thing. Personal and individual advertising is most helpful. It is such advertising that gives retail mail order houses their trade. And through advertising the local merchants can deprive them of such of the trade that comes from their community. Fighting the Prairie Fire The western farmer fights the prairie fire with a little fire of his own, which, kept always under control, he so uses that the bigger fire, finding no fuel there on which to feed, sweeps by and leaves him safe. So, in your advertising, you have your saving fire with which to fight the consuming competition of retail mail order-houses. The printed matter, of course, must continue to be the main reliance for urging people to enter your store. Show windows, however good, are sure to be seen only by a few of those who might need to trade with you, while personal invitations cannot be given quickly enough to a sufficient number to answer everyday purposes. It is through printed matter that the retail mail order house offerings are constantly made, and, if for no other reason than to prove the determination at least to match their efforts for trade in your community, use the local press and printed matter enough to let no one whose trade should be yours forget that you are in a position to fill his wants. They do not buy the farmer's stock and hogs. They do not help support your schools, churches and charitable institutions.

STOP AND CONSIDER THIS IF every consumer of flour would buy at home what it would mean to Belding. Our mills are here and our Moss Rose brand is guaranteed. E. E. Chapple & Co.

DO YOUR MEAT SHOPPING where you know you will get right treatment and the best in fresh and salt meats, fish etc., sausage and poultry. We are boosters for Belding. Model Market, Fish & Young.

YES, I DO MERCHANT TAILORING and French dry cleaning, repairing and pressing. You can be sure of the right kind of work and I guarantee to please you. H. A. Loewe, The Tailor.

GIVE US A CHANCE FIRST. Our prices on groceries will keep your money in Belding, besides you are not taking chances. We are boosters for Belding. E. E. Hudson, Grocer.

JUST INSIST ON HAVING YOUR bread order come from home bakeries. It keeps your money at home and helps your town. Our grocery line will suit you. Frank H. Hudson.

A FIRST-CLASS GARAGE IS A boon to any community. We can repair any make of car and handle Goodrich tires. Large line of accessories carried. Kiskey Garage, Belding Michigan.

WHY BUY JEWELRY FROM A picture book, they all look alike. Better deal with your home jeweler; see what you buy; see us first. R. H. Waldo, Jeweler.

WAGONS! JUST UNLOADED A car, Bekin Wagons! Come in and look them over. Belding Implement Co.

ALWAYS SEE THE BEST IN moving pictures. See our daily program on curtain; changes every day. Our theatre is well-ventilated. Keep posted; we show the best. Empress Theatre.

DO YOU KNOW THAT EVERY pair of shoes you buy out of town hurts your community. You can do better at home with your local dealers. See us first. Smith & Whitney.

A BEAUTIFUL LOT OF WHITE trimmed hats and a complete showing of Sport Hats at The Belding Hat Shoppe.

BUY YOUR CLOTHING AND Shoes here and we will see that you always get as much or more than the same money will buy elsewhere. The Hub.

OUR MOTTO IS TO LIVE AND let live; our prices and fair treatment will win your confidence and patronage. We are firm believers in Home Trading. Our interests are mutual. See us. Belding Hardware Co.

WE DO A REGULAR BANKING business; besides pay 5 per cent on time deposits. Our large capital and resources are at your command. Safety first, is our motto; see us. Sandell's Bank, Belding, Mich.

WE CAN COMPETE WITH ANYONE anywhere and carry a large line of everything in Clothing, Gents' Furnishings, etc. Will appreciate your patronage. A. Friedman.

WHEN YOU BUY A HOOSIER KITCHEN CABINET OF MILLER & HARRIS FURNITURE CO. You buy the one that satisfies the wife. Prices \$19.85 to \$38.00 SPECIAL BARGAINS EASY PAYMENTS