

This Summer—the Ideal

Get rid of the inefficient horse-drawn mower with all its annoyances—do away with a squad of hand-propelled grass-cutting machines. This summer use the Ideal, the lawn mower that pushes itself.

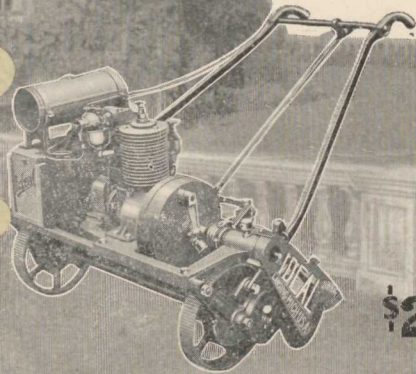
Give your lawn *double* the care, more *cheaply*, more *efficiently*, and in *much less time* than by either of the old methods of mowing. The Ideal, with its simple, reliable clutch and automobile throttle control, stands unequalled in the field of lawn mowing contrivances.

Write to us for particulars—*now*, before the grass begins to grow in the spring.

The Ideal Power Lawn Mower Co.

R. E. Olds, Chairman

408 Kalamazoo Street Lansing, Michigan



Ideal
Junior
Power
Lawn
Mower
\$225

Feb. 1916

NOW is Ideal Time



START your lawn care *right* this season. Have the Ideal ready for the very first cutting.

The Ideal Power Lawn Mower meets every turf trimming requirement—insures a consistently beautiful sward. It eliminates the nuisance of a horse drawn contrivance on your lawn, or the expense of a squad of hand propelled machines. Gives *double* the care, more *efficiently* and more *economically*.

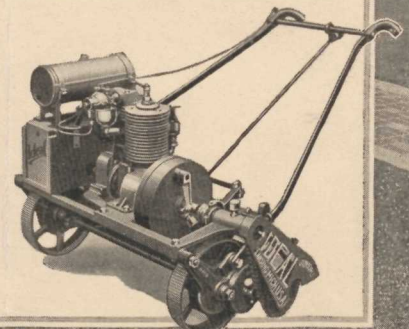
Write us for full particulars—*now*, while making your plans for a beautiful lawn.

**THE IDEAL POWER LAWN
MOWER COMPANY**

R. E. Olds, Chairman

416 Kalamazoo St. Lansing, Michigan

Ideal
Junior
Power
Lawn
Mower
\$225



March 1916

NOW is Ideal Time



Proper lawn care in the *spring* counts greatly toward a beautiful summer sward. Start your lawn care *right* this season. Have the *Ideal* ready for the very first cutting. It will provide *double* care—more *efficiently* and more *economically*—now and all summer long.

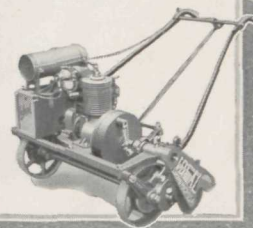
The *Ideal Junior Power Lawn Mower* for 1916 has simple, reliable clutch; automatic throttle control; gearless differential, among other refinements.

Write to us for full particulars—*now*, while making your plans for a beautiful lawn.

The Ideal Power Lawn Mower Company

R. E. OLDS, Chairman
422 Kalamazoo St., LANSING, MICHIGAN

Ideal
Junior
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Lawn
Mower
\$225



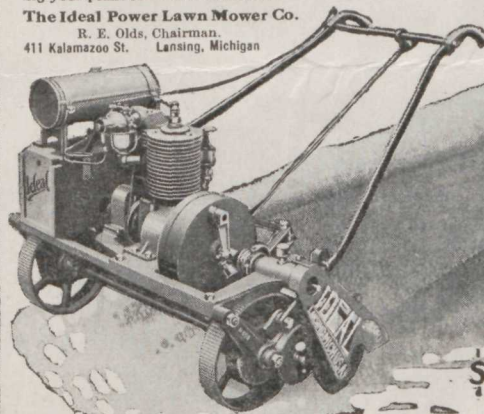
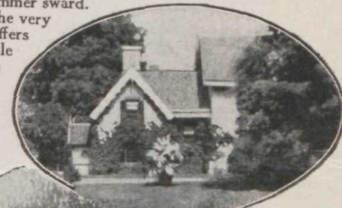
April 1916

NOW is Ideal Time

Proper lawn care in the *spring* counts greatly toward a beautiful summer sward. Start your lawn care *right* this year. Have the *Ideal* ready for the very first cutting. The *Ideal Junior Power Lawn Mower* for 1916 offers many new refinements—simple, reliable clutch; automobile throttle control; gearless differential. Gives *efficient, economical* service on any sort of lawn. Write for full particulars—*now*, while making your plans for a beautiful lawn.


The Ideal Power Lawn Mower Co.

R. E. Olds, Chairman.
411 Kalamazoo St. Lansing, Michigan



Ideal
Junior
Power
Lawn
Mower
\$225

April 1916



Neglect did this!

Have your trees examined NOW!

Let tree surgery save them!

—but be sure to get *safe* tree surgery. Unscientific “tree doctoring” by irresponsibles and “jacks-of-all-trades” is a greater cause for tree ruin even than neglect itself.

For Safe tree surgery, for methods that are scientifically accurate and mechanically perfect, for work that eliminates experiment, for the services of finished experts, for work that *endures*, take dependable and satisfying course and go to—

Davey Tree Surgeons

H. A. Everett, President of the Northern Ohio Traction and Light Co., Cleveland, Ohio, writes: “It is now six years since you treated the trees on my farm at Willoughby, and I am more than satisfied with the results.” In our files are hundred of similarly enthusiastic letters. The U. S. Government, after exhaustive investigation, officially chose Davey experts as best. Every year of neglect adds 10% to 25% to the cost of saving trees. Have your trees examined NOW. Write today for free examination and booklet illustrating Davey Tree Surgery.



THE DAVEY TREE EXPERT CO.

146 Elm Street

Kent, Ohio

(Operating the Davey Institute of Tree Surgery.
Accredited representatives available between
Kansas City and Boston)

Outlook - June 21, 1916

A Better Power Mower for Better Golf Courses

Good turf deserves the *best of care*. Insure that care by use of the **Ideal Roller and Riding Mower**, the model designed for golf courses. Makes possible *double the attention—more cheaply, more efficiently, and in much less time* than any other method of mowing.

Ideal Roller and Riding Mower has 38-inch cut, with adjustment of from $\frac{1}{2}$ to 2 inches. Wood slat rollers which provide proper traction and do not spin and burn the grass. Two-cylinder opposed motor of ample power; gearless differential; brake; simple, reliable clutch; throttle-controlled automobile-type carburetor; high-tension magneto.

Write to us for particulars—*now*, before starting spring work on your links.

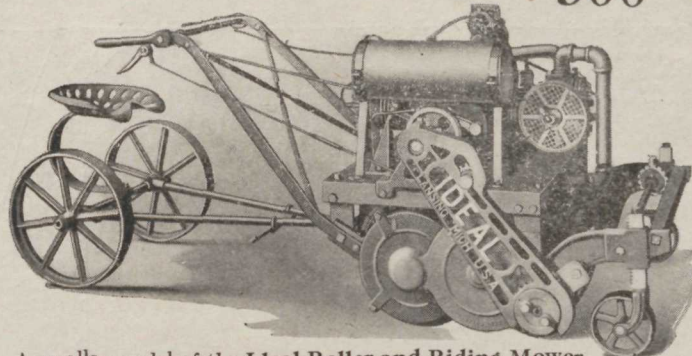
The Ideal Power Lawn Mower Company

R. E. OLDS, Chairman

414 Kalamazoo Street

Lansing, Michigan

Complete with riding sulky, f.o.b. Lansing, **\$500**



A smaller model of the **Ideal Roller and Riding Mower**, with 30-inch cut, sells for \$350, f.o.b. Lansing.

Ideal

Power Lawn Mower





Keep cuts and wounds from becoming dangerous

In the past thousands of people have become dangerously ill, lost fingers or arms and have even died through not using an antiseptic as soon as hurt.

Don't take chances. Fight disease as they do in hospitals. Guard against infection which may result in a fatal illness.

Cleanse the wound with a solution of one teaspoonful of Sylpho-Nathol to a quart of warm water. Then cover with a dry bandage. This will relieve the pain, prevent germ infection and quicken healing.

For burns. Use a teaspoonful to a quart of water. Apply gauze, cotton or soft linen soaked in this solution. Relieves terrible pain, often prevents blistering.

CABOT'S

Sylpho-Nathol

None genuine without this signature

The U. S. Govt. has pointed out that many so-called antiseptics and disinfectants have no more germ-killing value than water. Be sure — ask for Sylpho-Nathol. Many times stronger than carbolic acid, but safe to use.

Endorsed by Dr. Harvey W. Wiley, Director Good Housekeeping Bureau Foods, Sanitation and Health, and Prof. L. B. Allyn, Director Westfield Laboratories.



In bottles of four sizes: 10c, 25c, 50c and \$1.00.

Sent prepaid on receipt of price if your dealer hasn't it. Booklet telling uses and directions with each bottle.

The Sulpho-Naphthol Co.
27 Medford Street
Boston, Mass.



One or two teaspoonfuls of Sylpho-Nathol in a foot tub of water will give wonderful relief.

If your feet burn and smart, feel heavy, tired and "too big for your shoes," try this simple remedy. Just let the feet rest in the solution for a few minutes. The rejuvenating results will amaze you!

Here is what one foot sufferer says:

"Sylpho-Nathol is a true remedy for tired, aching feet. It relieves the soreness, softens the callouses, and the first application will help greatly."

The U. S. Government has pointed out that many so-called antiseptics and disinfectants have no more purifying, germ-killing value than water. Be safe; ask for

CABOT'S

Sylpho-Nathol

None genuine without this signature

Economical; many times stronger than carbolic acid, but safe to use. Take no chances. Fight disease as they do in hospitals.

Endorsed by Dr. Harvey W. Wiley, Director Good Housekeeping Bureau Foods, Sanitation and Health, and Prof. L. B. Allyn, Director Westfield Laboratories.



In bottles of four sizes; 10c, 25c, 50c and \$1.00. Sent prepaid on receipt of price if your dealer hasn't it. Booklet telling uses and directions with each bottle.

The Sulpho-Naphthol Co.
27 Medford Street
Boston, Mass.



For mosquito bites and bee stings, one half teaspoonful of Sylpho-Nathol to a pint of water will quickly relieve the pain and prevent inflammation.

They certainly do get your ankles!

Don't let mosquitoes keep you indoors — this summer enjoy your veranda.

You will find in Sylpho-Nathol a preventive as well as a remedy. Bathe your feet, hands and arms in a solution of a few drops of Sylpho-Nathol in a bowl of warm water.

This will effectually keep mosquitoes off and will give you a delightfully cool sensation. Use also a tablespoonful of Sylpho-Nathol to a pail of water when cleaning your veranda to prevent mosquitoes and insects from lodging in cracks.

Economical — always used diluted in water, so that a very little goes a long way.

The U. S. Gov't has pointed out that many so-called antiseptics and disinfectants have no more germ-killing value than water. Be sure, ask for

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The Sulpho-Naphthol Co.
27 Medford St., Boston, Mass.



Fight disease as they do in hospitals

Always used in water. Many times stronger than carbolic acid—but safe to use.

New England women have been using the disinfectant Sylpho-Nathol (formerly Sulpho-Napthol) for thirty years. They know that it gives sure, safe results and is economical.

Boston is noted the world over for its hospitals. All the leading ones use Sylpho-Nathol in the most delicate surgical operations, to prevent blood poisoning, and in all vessels, sinks and toilets as a disinfectant. *You*, wherever you live, can now get Sylpho-Nathol.

Used as antiseptic—for cuts, wounds, bruises, bites and stings. As a gargle, for sore throat, as a douche.

As a disinfectant—for kitchen sinks, garbage pail, closet, cellar, waste pipes. In the sickroom and for general cleaning.

For toilet uses—Tired, aching feet—perspiration odors—bath and shampoo.

Cabot's

Sylpho-Nathol

None genuine without this signature

Very economical. Safe and easy to use. The U. S. Govt. has pointed out that many so called disinfectants have no more germ-killing value than water. Be safe; ask for Sylpho-Nathol and see that you get it. In bottles of four sizes, 10c, 25c, 50c and \$1.00. Sent prepaid on receipt of price if your druggist hasn't it.

Trial Size FREE

For 30 days only we will send trial size free with booklet showing uses and directions. Postage alone costs us 8c. We make this unusual offer so you may try Sylpho-Nathol. Write us today.

The Sulpho Napthol Co.

22 Medford Street Boston, Mass.



A tablespoonful to a pail of water is enough for any ordinary cleaning.

Fight disease as they do in hospitals

Disease can scarcely exist in a house which is hygienically clean.

But soap and water alone do not mean real cleanliness; a good disinfectant is absolutely essential to make your home **safely** clean. Guard it with

CABOT'S

Sylpho-Nathol

None genuine without this signature.

Every few days put a tablespoonful of Sylpho-Nathol (formerly Sulpho-Napthol) in the bathroom closet to purify it and cleanse the pipes. Use it in the wash bowl and in the kitchen sink to keep the waste pipes sweet and clean.

Put a teaspoonful in a quart of water to clean out the garbage pail; it checks the decay of food, destroys odors and drives away flies, so dangerous to health.

Many Disinfectants Valueless

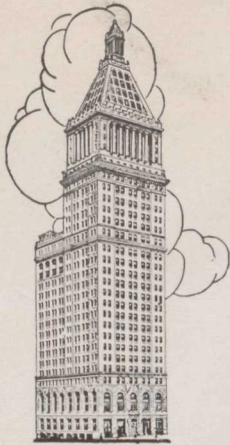
The U. S. Gov. has pointed out that many so-called disinfectants have no more germ-killing value than water. Be sure; ask for **Sylpho-Nathol**. Many times stronger than carbolic acid, but safe to use.

It has the endorsement of Dr. Harvey W. Wiley, Director of Good Housekeeping, Bureau of Foods, Sanitation and Health, and Prof. L. D. Allen, Director of the Westfield Laboratories.

In bottles of four sizes: 10c, 25c, 50c and \$1.00. Sent prepaid on receipt of price if your druggist hasn't it. Booklet telling uses and directions with each bottle.

The Sulpho-Napthol Co.
L Medford St., Boston, Mass.





Mr. Braxton W. Campbell

(President The Perkins-Campbell Co.)

—finds his Union Central Life Insurance Policy a good investment

On March 15, 1897, Mr. Campbell took out a 10 payment Life policy in The Union Central Life Insurance Co., payable to his beneficiaries in twenty installments of \$1000 each. The cash dividends offered made the net premium rate exceptionally low. Here are the figures. Cost the first year, \$943.18.

Cash Dividend	Net Cost	Cash Dividend	Net Cost
1898 \$00	\$943.18	1904 \$166.32	\$776.86
1899 \$121.10	\$822.08	1905 \$170.80	\$772.38
1900 \$133.56	\$809.62	1906 \$175.14	\$768.04
1901 \$152.88	\$790.30	1907 \$181.16	
1902 \$158.48	\$784.70	1908 \$186.62	
1903 \$162.40	\$780.78		

Later dividends, after the premiums were paid up, were:

1909 \$107.94	1912 \$117.74	1915 \$128.52
1910 \$111.30	1913 \$121.24	1916 \$132.44
1911 \$114.38	1914 \$124.88	

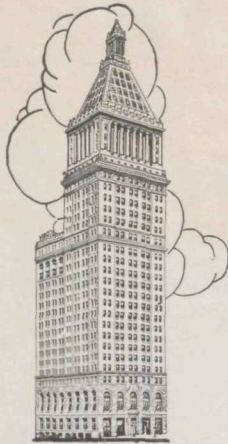
For low cost Life Insurance, in all forms, see the Union Central. John L. Shuff, Manager, Home Office General Agency. Chas. J. Stern, General Agent.

The Union Central Life Insurance Co.

of Cincinnati

Jesse R. Clark, President

Note: When this policy was issued, we did not pay dividends until end of second year. We now pay them at end of first year.



Mr. William B. Melish

(President of The Chamber of Commerce)

— finds that cash dividends make low net cost on his Union Central Life Insurance

Mr. Melish's policy is for \$5000, ten payment Life. The first year's cost was \$394.65, and the second year's the same. Note how the cash dividends, applied to increase the amount of insurance, brought down this cost.

	Cash Dividend	Total Insurance		Cash Dividend	Total Insurance
1904	\$46.25	\$5082.00	1909	\$ 80.45	\$5656.00
1905	\$53.35	\$5176.00	1910	\$ 85.75	\$5791.00
1906	\$61.35	\$5281.00	1911	\$ 91.15	\$5931.00
1907	\$70.10	\$5401.00	1912	\$ 96.55	\$6081.00
1908	\$75.15	\$5526.00	1913	\$101.90	\$6236.00

Later dividends, after the premiums were paid up, were:

	Cash Dividend	Total Insurance
1914	\$70.05	\$6341.00
1915	\$73.75	\$6446.00
1916	\$77.05	\$6556.00

The Union Central is the low cost life insurance company. John L. Shuff, Manager, Home Office General Agency. Chas. J. Stern, General Agent.

The Union Central Life Insurance Co.

of Cincinnati

Jesse R. Clark, President

Note: When this policy was issued, we did not pay dividends until end of second year. We now pay them at end of first year.



*Economical, Always Used in Water. Many Times Stronger Than Carbolic Acid,
But Safe to Use.*

Keep your nose and throat clean

Everybody—old and young—should do this. For the mucous membrane of the nose and throat of healthy persons may become contaminated with the Infantile Paralysis virus. Without falling ill themselves they may infect others, chiefly children.

So the only safe way is for every one—man, woman and child—to keep the nose and mouth clean with the best antiseptic—then the child is safest.

What doctors say

Paralysis begins as a nose and mouth infection. Only a most powerful antiseptic will destroy the germs of this dreaded disease. Weak, unscientific, high-smelling solutions do not kill the germs.

The antiseptic used and endorsed by doctors and hospitals the country over is Sylpho-Nathol.

Let every one, then, take this precaution.

To clean the nose: Put two or three drops of Sylpho-Nathol in a glass of warm water. Pour a little in the palm of the hand and snuff it up the nose.

To clean the throat: Gargle with this same solution.

Do this two or three times a day and put the nose and throat in a clean, aseptic condition. A 10c bottle will protect your entire family for a week. Get it from your druggist. Don't risk the lives of your children with weak, worthless preparations that do no good. Take no chances. Use SYLPHO-NATHOL, the kind the doctors and hospitals use. The Sulpho Naphthol Company, 14 Medford St., Boston, Mass.

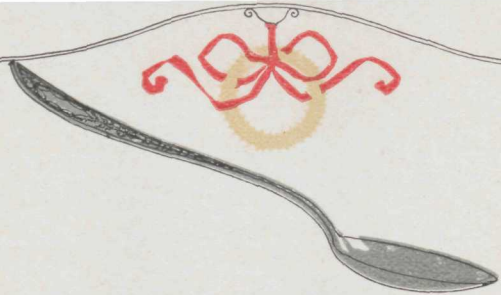


CABOT'S

Sylpho-Nathol

None genuine without this signature.

Four Sizes: 10c, 25c, 50c and \$1.00.



Artistic Designs in Silverware

We have just received an exceptional assortment of beautiful silver hollow-ware in the most attractive designs and finish.

A few pieces of this ware will add dignity and grace to your table.

For gifts, nothing is more appropriate or pleasing.



Velvet Bags in Smart Designs

The appearance of any costume is enhanced by the rich softness of a velvet handbag. We have a varied selection of these bags in most attractive designs. Clasped with nickel or gilt ornaments. Inside compartments lined with silk.



THE proper use of jewelry is a sort of unwritten law, formulated by taste, temperament and custom, which seeks harmony with the individual's own personality.

Jewelry, whether gold, silver or precious and semi-precious stones, should be selected not because of its intrinsic worth, but because of its appropriateness to the individual's character, complexion and the occasion on which it is to be worn.

Good taste in this respect is very much a matter of experience and herein the advice and suggestion of the careful and conscientious jeweler are valuable.

We will be glad to give you the benefit of our experience and judgment in helping you make your selections.



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We will take pleasure in finishing your Christmas shopping for you

ARE you an "eleventh hour" Christmas shopper?

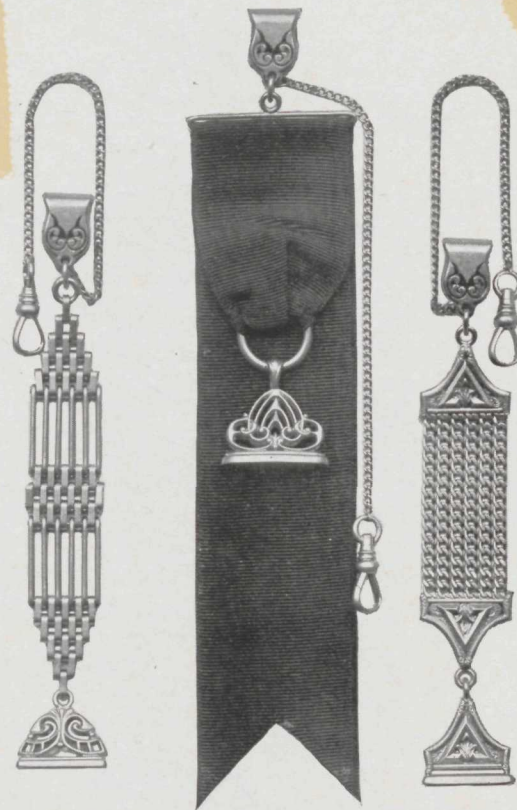
Have you neglected or forgotten to get a suitable present for some dear friend or relative?

Maybe you have to send some of these gifts to distant places. If so, you have no time to lose thinking about what you want to get now.

For the convenience of those who have overlooked or put off their Christmas shopping until the last minute, we have an unusual collection of Christmas gifts at very low prices.

Come in and let us help you finish your Christmas shopping. Let us give you the benefit of our experience in selecting a suitable present in the little time you have left.

You will be surprised and delighted to find how quickly and easily you can do your Christmas shopping in our store.



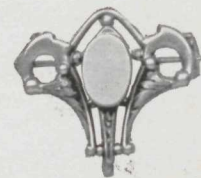
A style for every fancy in Simmons watch fobs for men. The Simmons patterns are the most exquisite that skilled artists and craftsmen can evolve.

SIMMONS CHAINS
TRADE MARK



Attractive Designs in Simmons Chatelaine Pins

The name "Simmons" is known from coast to coast. A gift bearing this name can be relied upon as the embodiment of good taste.



A RING should be selected with due regard for the individuality of the person to whom it is to be given.

Whether the person is tall or short, serious or vivacious, all has a bearing upon the ring he or she should wear.

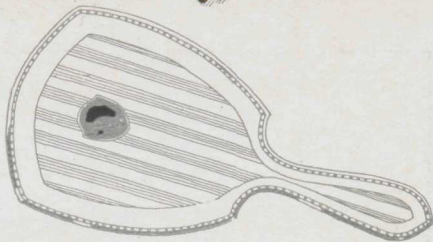
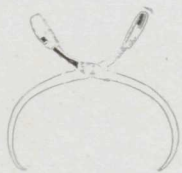
In our complete collection of beautiful rings, set with precious stones, you will find beauty and sentiment blended together in designs appropriate to every individual.

We will be glad to give you the benefit of our experience and judgment in helping you to make your selections.

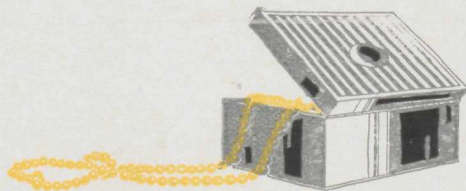
Charming new designsⁱⁿ useful silver pieces

Our collection of appropriate silverware gifts reduces the task of Christmas shopping to a simple pleasure.

In our gift suggestions you will find just what you want. Gifts for men and women, lasting remembrances that are both useful and ornamental.



Mirrors, hatpins, earrings, waist sets, breastpins—these and innumerable other useful and beautiful little things are to be found in our gifts for women. Any one of these gifts is sure to please the most fastidious taste.



There is a complexity of fine points, when it comes to selecting different kinds of jewelry for different individuals. Yet the problem is easily solved by a sense of the harmonious and the exercise of simple, artistic taste.

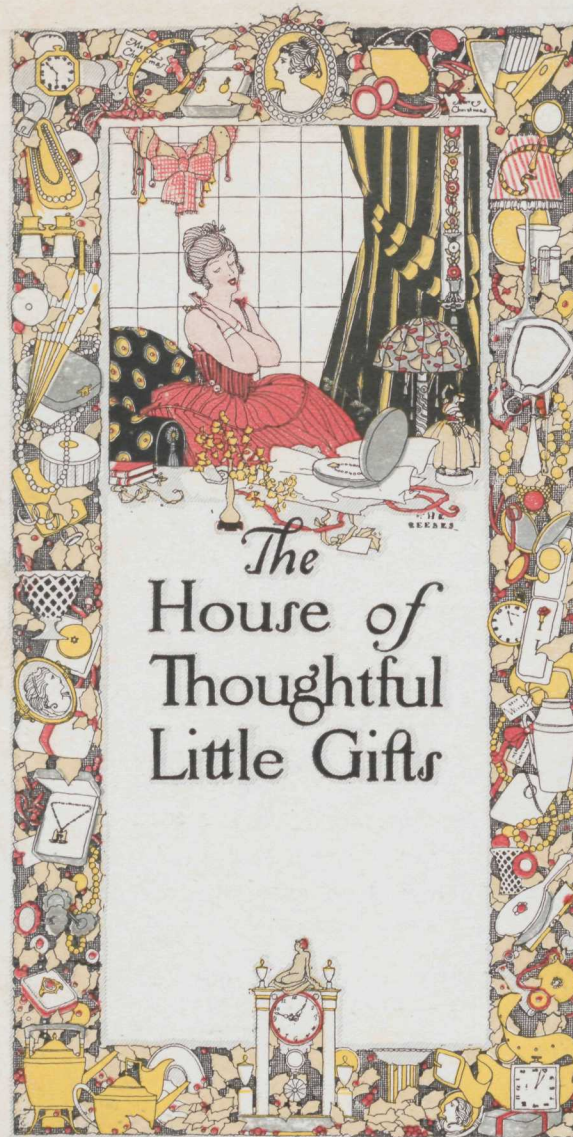
In our stock of the newest styles of beautifully designed jewelry, you are sure to get exactly what you want and should have.

We will be very glad to give you the benefit of our experience and judgment in helping you make your selections.



44

The House of Thoughtful Little Gifts





CHRISTMAS is an Era of Good Cheer.

It is a time of Reunion and Rejoicing.

Happiness is King.

Friends and families gather together to enjoy the festivities.

There is a feeling of affection that goes with the Christmas season that does not go with any other.

On this account Christmas gifts are always cherished most. In them are wrapped the remembrances of these happy family reunions. They always bring to mind the pleasant memories of friends and relatives you may not have seen for years.

This little folder is to help you to conveniently select the most appropriate gifts for such a season.

In our store are hundreds of other gift suggestions which we will be glad to show you when you call to see us about your Christmas presents.

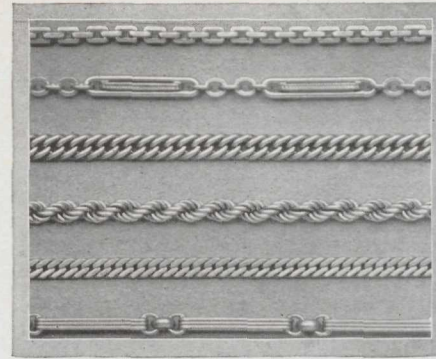


Watch Bracelet *with* Independent Detachable Links

This is the very latest thing in artistic wrist watch bracelets.

The Simmons new nine link narrow bracelet is the highest point yet reached in watch bracelet development. Independent, detachable links, snaps and hooks, with or without center links.

Guaranteed for satisfaction and wear.



The Last Word in Watch Chain Designs

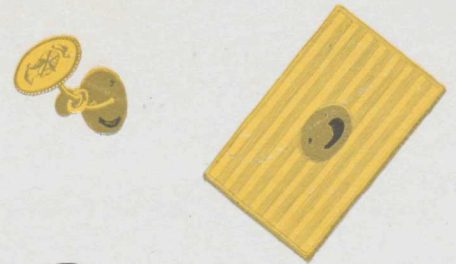
SIMMONS CHAINS

TRADE MARK

For over 40 years they have stood for the best that skilled artists and craftsmen can evolve.

Our collection of Simmons Watch Chains for men include a broad variety in style, weight and design.

Among the styles represented are the Waldemar—the Dickens—Lapel Chain—Metal and Silk Fobs with seal and safety chain attached—Single Vest Chain.



If you would be remembered for your discriminating taste

Then let us help you select your present for him from our assortment of gift suggestions.

Cuff buttons, cigarette cases, rings, watches, scarf pins—these and many other appropriate Christmas gifts—all of unusual pattern and design.