The General Says:

Know-why and know-how are essential to any success. Every one of us has to acknowledge that the same sort of military preparedness that fits a nation for its defense is the most effective principle in making an industry of any kind serviceable and profitable both to manufacturers and consumer.

This Great Roofing Organization Is Trained Like an Army

Three enormous mills—officered and manned by the best trained force ever enlisted in an industrial army—three huge factories that are run like clockwork.

Military exactness in the securing and selection of raw material, and in every step from then on until the finished product is distributed and sold.

Constant readiness—being prepared every minute for the work to be done the next—Right there you have your finger on the great, essential reasons for the unfailing satisfaction every user finds in

Certain-teed

Slate Surfaced

ROOFING

This roofing certainly has no superior. It is the best roofing that can possibly be made and it is manufactured in and guaranteed by the largest Roofing and Building Paper Mills in the World. 1-ply is guaranteed 5 years; 2-ply, 10 years, and 3-ply, 15 years, and this guarantee means the *minimum life* of the roofing. Thousands of *Certain-teed* Roofs all over the country are outliving the period of the guarantee.

When the General first entered the field the cost of roofing was two or three times more than it is today and the quality was not as high as *Certain-teed* is today. By reason of his enormous output the General has not only been able to bring down the cost and selling price of roofing, but he has also been able to raise the quality to its maximum. Today every fifth roll of roofing sold bears the *Certain-teed* label.

Certain-teed roofing, shingles, wall boards, felts, building papers, etc., bearing the General's name, are sold by your local lumber or hardware dealer at very reasonable prices. Don't send your money away for these goods. Patronize your home dealer.

SHINGLES

These shingles are made of the same high-grade materials as are used in *Certain-teed* Roofing. This process recognizes the principle that roofing materials don't wear out—they dry out. Therefore, *Certain-teed* Roofing is made with a soft center asphalt and coated with a harder blend of asphalts, which keeps the soft saturation within—the life of the roofing—from drying out quickly. This produces a flexible shingle, a true sign of thorough saturation in the slowest drying asphalt mixtures that can be made for roofing purposes. A thick, stiff or heavy-bodied asphalt shingle is by no means a proof of durability on the roof.

We use only genuine crushed slate in natural, green or red colors for surfacing the *Certain-teed* Shingle. No painting is necessary. We don't try to use old brick, common rock, or crushed tile from old tile roofs. The slate also increases the fire-resisting qualities, thereby minimizing fire dangers and lowering insurance rates.

General Roofing Manufacturing Company

World's largest manufacturers of Roofing and Building Papers

New York City Chicago Philadelphia St. Louis Boston Cleveland Pittsburgh
Detroit Cincinnati Minneapolis Kansas City
Seattle Atlanta Houston London Hamburg Sydney

You Are Not Extravagant

when you pay the price of good shoes, and **get them.** But it is the height of extravagance to buy shoes of inferior quality, for what you get is only present appearance, not continuing worth.

It pays to buy good shoes,

The Rouge Rex Kind

The kind that is good today, tomorrow, and the next day; that keep their shape, protect the feet, and give lasting satisfaction in every regard.

We tan the leather and make the shoes, and every process is so ordered as to make Rouge Rex shoes meet your needs.

No. 450 is a model for this season. It is 8 inches high, has a bellows tongue all the way up to keep out the dirt. Uppers are made from black broncho stock of excellent wearing quality. Also, made in tan No. 452.

Write for descriptive Rouge book and nearest dealer's name

HIRTH-KRAUSE COMPANY

Hide to Shoe Tanners and Shoe Manufacturers

GRAND RAPIDS MICHIGAN

Trade Mark Registered U.S. Pat. Office
Mark of Quality on every Sole

DEVELOPING ANY SIZE **ROLL 10¢**

BLACK'S 156 WOODWARD AVE DETROIT

W. N. U., DETROIT, NO. 36-1915.

Only a Beginning.

"She can't be as progressive as you say if she's taken up embroidering handkerchiefs."

"Why not?"

"Because that seldom gets beyond the initial state."

CUTICURA SHAVING

Is Up-to-Date Shaving for Sensitive Skins. Trial Free.

Prepare razor. Dip brush in hot water and rub it on Cuticura Soap held in palm of hand. Then make lather on face and rub in for a moment with fingers. Make second lathering and shave. Rub bit of Cuticura Ointment over shaven parts (and on scalp if any dandruff or itching) and wash all off with Cuticura Soap and hot water, shampooing same time. One soap for all—shaving, shampooing, bathing and toilet. It's velvet for sensitive skins. No slimy mtg. No germs. No waste of time or money. Free sample each, if you wish. Address postcard, "Cuticura, Dept. XY, Boston." Sold everywhere.—Adv.

Grumbs of comfort are satisfying only when there are enough of them to make a square meal.

New Teeth For Your Old Plate

Write for information to The Dental Laboratory, Detroit, Michigan

PATENTS Watson E. Coleman, Patent Lawyer, Washington, D. C. Books free. Highest references. Best services.

AGENTS—Steady income. Large manufacturer of Handkerchiefs and Dress Goods, etc., wishes representative in each locality. Factory to consumer. Big profits, honest goods. Whole or spare time. Credit given. Send for particulars. Prosperity Co., 65 Main St., Brooklyn, N. Y.

The matches made in heaven are not the brand dipped in brimstone.

Beautiful, clear white clothes delights the laundress who uses Red Cross Ball Blue. All grocers. Adv.

Missed Something.

Mrs. McGreevy was a dinner guest one evening where a noted explorer was the attraction. Being of a somewhat languid turn of mind, she paid more attention to her dinner than to conversation. After dinner was over, she turned to one of the guests and asked:

"What was that tiresome old explorer talking about?"

"Progressive Patagonia," was the reply.

"Really?" asked Mrs. McGreevy with sudden interest. "And how do they play it?"

Stratagem.

"Why do you take summer boarders? You don't need the money."

"No," replied Farmer Corntossel. "But we've got a whole lot of city relatives. If we didn't hurry up and fill the home with boarders, they'd expect to visit us free of charge."

Only a strong-minded woman can write a letter and omit the postscript.

10c Worth of DU PONT Will Clear $1.00 Worth of Land

Get rid of the stumps and grow big crops on cleared land. Now is the time to clean up your farm while products bring high prices. Blasting is quickest, cheapest and easiest with Low Freezing Du Pont Explosives. They work in cold weather.

Write for Free Handbook of Explosives No. 69F, and name of nearest dealer.

DU PONT POWDER COMPANY
WILMINGTON DELAWARE

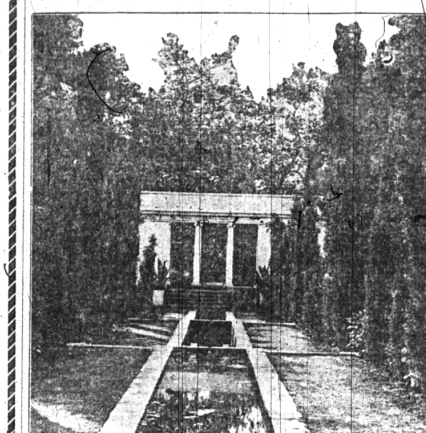
Business Opportunities

Do you know that one of the most profitable lines of trade is a Billiard Room and Bowling Alley in combination with a Cigar Store, Quick Lunch Room or Barber Shop? We have a large list of good locations. They are yours for the asking. Write at once, stating where you desire to locate. Ask for catalogs of Billiard Tables, Bowling Alleys and Fixtures. We sell on easy payments.

The Brunswick-Balke-Collender Co., Dept. XYZ, 623 Wabash Ave., Chicago

The HOME BEAUTIFUL

Flowers and Shrubbery—Their Care and Cultivation



Beautiful Home Grounds.

BEAUTY OF HOME YARD

By H. H. SHEPARD.

The immediate grounds about the home can be made beautiful, and an effort should be made in that direction. The home grounds should be ample, as large as is consistent with the size of the dwelling.

An acre is not too much. Some think that an acre of land is too much to waste on a single door yard, but the better the home grounds, the better will be the life of the family.

It is a wrong estimate of life and property to be forever making money to enlarge the farm in area, in buying extra tracts of land for future use, and not improve and make the best of the ground where the wife and children spend nearly all of the best of their life.

Some look forward and prepare too much for pleasure to come, and do not expend any means on making the present the very best that it can be. They let the home grounds and surroundings remain shabby and unimproved, spending the extra money on property to be handed down to the children or putting it in the bank.

This is wrong when there is any neglect in home improvement. If the children need help, by all means, they need it now while they are helpless more than when they grow up and will be able to fully care for themselves, perhaps much better than we ever shall be able to care for them.

They need the comforts, healthfulness, and beautifying influences of good homes and surroundings in order to make them healthy, strong, beautiful and good. These are infinitely better than inherited real estate, personal property, or money.

The child whose home life is perfect for physical and mental development will go out into the world with a rich heritage.

The grounds around the home should be well drained and graded to suit the location. The main open part of the space should be lawn of good grass and be kept mowed low at all times, so that the air and sunlight may purify the soil.

Abundance of flowers, shrubs and trees are essentials for completing the picture, but flowers and shrubs must be massed in clumps and borders along the sides and the trees must be grouped in one place, somewhat removed from one side of the dwelling.

Pergolas add much to the beauty of the home grounds.

Under the tree in the cool shady part of the grounds a children's play house or rustic, open structure is a good place for play and rest for both young and old.

We can never get too much of the open air, even though we live in the country; and such a covered place under the trees makes a fine nook in which to read or take a nap and fully enjoy the sweets of outdoor life.

For wet weather concrete walks are economical. They are cheaply and easily made. They need not necessarily be wide, but there should be enough of them so that all the outbuildings and other much frequented spots can be reached without walking on the wet ground.

The grounds about the barn and other stock buildings should be as neat and clean as the home grounds proper. This is both good farm management and a mark of good taste and character on the part of the farmer.

Good fences around all the home grounds and lots are a necessary convenience, and keeping them in good repair adds to the neatness and beauty of the picture as a whole.

GARDEN HINTS

Whenever possible procure perennials—they are the most satisfactory class of plants, and especially adapted to the farmer's garden. During this month, if possible, procure seeds that have just ripened, from your friends, and plant them at once. Or maybe you can find self-grown seedlings about the base of the early blooming sort.

Keep on hand a good supply of insecticides. Bordeaux mixture as used in the orchard is good to destroy mildew and rust in the flower garden. Tobacco water will kill aphides which infest chrysanthemums and golden glow.

Cut the rhubarb blooms as soon as they appear. They weaken the plant.

Treasure the weekly wash water and apply to the roots of the flowers; it will enhance the beauty of the rose.

If slugs bother the roses sift ashes on the bushes when they are wet with dew or rain. See that the ashes reach the under side of the leaves.

Sow the seeds of annuals—phlox, candy-tuft, poppy and the like—for a fine fall showing.

When the lilacs have finished blooming, all the seed clusters should be cut away.

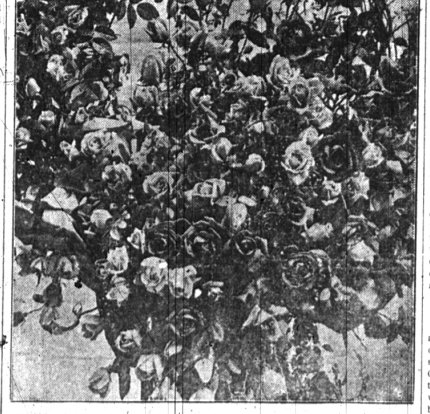
Seed, sown in the open air during July and August should be carefully planted in fine soil, watered, and then well covered with paper or a cloth. When the seedlings appear, remove the covering but shade the ground.

Furnish the porch, the shady side of the house, the arbor, with hammocks, easy chairs, benches so that the family will enjoy living out doors to the benefit of health and the saving the housewife work.

Just as soon as the summer crop is gathered remove the fruiting canes from the raspberry and blackberry plantations. If the plants send up too many roots remove the surplus.

Home Comforts of Old.

Apparently not all the queen consorts of history were lacking in a desire for creature comforts and one of them at least had sufficient inventive genius to attempt to warm up her huge barracks of a palace by having little iron carriages filled with red-hot ashes carried through her rooms to remove the chill. It was this queen, Isabeau of Bavaria, wife of Charles VI of France, who insisted upon a portable bath tub.



High Vase Basket With Sunburst, Hillingdon and Richmond Roses.

THIEVES ABDUCT RED-GARBED FLEAS

Bible Also Included in Plunder Taken From Home With Martial Insects.

Hartford, Conn.—If two curious and unusual burglars who ransacked the curio room in Herbert Randall's home bring forth fruits meet for repentance he thinks they will return an old Bible they took, whatever disposition they may make of two red-robed fleas they included in their booty. The Bible was printed in Greek, and was more than a century old. The fleas were considerably younger—and dead.

The fleas were dressed in red uniforms, said Mr. Randall. "I bought them from an old lady in Seattle who made a living dressing fleas in martial array. They reposed in little boxes against a background of white cotton, and I often observed them through a microscope. Their martial spirit had long since fled, but I hope they come to life and take vengeance on the thieves."

Ransacked the Curio Room.

When no one was at home two men were seen to enter Mr. Randall's house at noon and leave an hour later. They carefully piled up a quantity of silver, but left it intact. They likewise spurned a gold and pearl necklace and numerous gold pins. They made their selection almost entirely from antiquities and curios, of which Mr. Randall has a large collection. The only modern article they took was a new suit of clothes.

One of the most valuable objects missing is an antique Roman gold pin, which was presented to Mr. Randall in Venice by an Italian woman of high rank. They removed and left behind a topaz stone which was set in the pin. Many rare Greek coins, a cameo pin bought in Scotland, a unique diamond pin and an old gold watch are among the missing articles. Mr. Randall places his loss at $1,000.

THEY "GUY" HIS TIN HAT

Whiting Built It Himself, for Himself to Wear on His Own Head, So It's His Own Affair.

Bangor, Me.—William H. Whiting of Jonesport, a seacoast village town in Wassington county, doesn't care if he is caught out in the rain while wearing his new hat. It is made of tin and has a band of copper. In general build and dimensions it conforms to the 1915 model worn by fashionable young men. Mr. Whiting concluded that straw was too flimsy, wool too hot, and Panama too costly, so he went to his own tinshop and from the thinnest tin that he could find built for himself this novel hat. It shines gladly in the sunlight of the morning, reflects the glory of the sunset, and echoes musically in the rain.

The only think about it that makes Whiting any way nervous is that some day it may attract a bolt of lightning. People "guy" the hat, but Whiting merely observes that it's his own hat.

BOAT STRUCK BIG 'LUNGE

Fish So Badly Injured That It Was Easily Caught, Says Pennsylvania Man.

Meadville, Pa.—J. Sampson, a Meadville man, speeding in his motor boat on Conneaut Lake, felt a jar as it struck some slight obstruction, and an instant later a great muskellunge came to the surface, floundering along the top of the water for a few feet and then disappeared.

An hour or two later two boys playing in shallow water near shore discovered a big 'lunge disabled but still alive, and they had no difficulty in capturing him by looping a rope through the gills. The fish, supposed to have been the same as struck by the boat, weighed 42 pounds and measured 50 inches.

This is the largest fish of this species ever caught in Conneaut lake. Two seasons ago George McFaddan caught a 37½ pounder with hook and line.

Prehistoric Bones Dug Up.

New Braunfels, Tex.—While digging on the property of Pete Nowotney on which is located the Prince Solms hotel, the mammoth bones of a prehistoric animal were uncovered at a depth of 26 feet. The bones were put on exhibition at several places in town and were considered quite a curiosity.

Baby Took Long Drive With Horse.

Cheboygan, Mich. — Billy Slater, aged two and a half years, decided to drive his father's horse he found standing in front of their home in Cheboygan, Mich. He managed to untie the halter and started away. It was two hours before he was found by "Shep," a collie dog of the Slaters.

SOME HINTS FOR BUILDERS

Great Care Should Be Taken in Selection of the Most Substantial Roofing Material.

If you were without preparation or plan, rudely placed in a wilderness, your first thought would be of food supply and your need of shelter, for these are the two most vital necessities of mankind. It is therefore natural that the best thought, and study are put upon these two essentials.

More forward steps have been taken in the building industry in the past fifteen years, as regards comfort, service and architectural beauty than in the fifty years previous.

Only in recent years has the handling of cement in building work been understood properly, and progress is still constantly being made with it. Modern hotels and office buildings are being equipped with sheet metal mouldings and steel veneered doors. Nearly every important change in building construction is away from the fire hazard of wood.

One of the most significant developments of recent years is the crushed slate surfaced asphalt shingle which is, on new construction and old, rapidly supplanting the wooden article. There are many reasons for this. The slate surfaced shingles add beauty to any building—in fact, there is really no comparison from an architectural standpoint. Crushed slate of pleasing tints of red or green, is employed as a surfacing. The shingles are uniformly eight inches wide and are exposed four inches to the weather. No painting is necessary as the red or green crushed slate is natural and therefore cannot fade.

The purchaser, however, should guard himself against buying a slate surfaced shingle that is not guaranteed by a reliable and responsible manufacturer. There are so many kinds of roofing and shingles on the market today each claiming to be the best that it becomes necessary for the buyer to get some satisfactory assurance that the roofing or shingles are represented honestly.

Right Happy.

Knowing that the daughter of her laundress had been married recently, Mrs. Blank of Boston said to the laundress:

"Is your daughter happy, Chloe?"

"Well, ter, ma'am, she ain't what you might call happy. To tell de plain truf, ma'am, she done had to pitch in an' gib her husban' two or three good lickin's already, so day 'ain't neither ob 'em what yo' might call right happy, ma'am, no, ma'am."

Track Work.

"What ever became of Thompson, who was such a wizard at track athletics?"

"He's still at it. He's got a job as section hand on the railroad."

Important to Mothers

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of *Chas. H. Fletcher*

In Use For Over 30 Years.

Children Cry for Fletcher's Castoria

They're Busy.

"It's so calm and restful up here in the country, don't you think?"

"Yes-s. Fancy living all about it, though—the mosquitoes don't seem to sleep at all well."

Smile, smile, beautiful clear white clothes. Red Cross Ball Blue. American made, therefore best. All grocers. Adv.

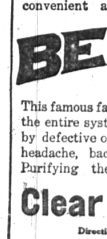
Even in being wedded to his art, many a man marries in haste and repents at leisure.

And every silver lining has its cloud.

Be Warned in Time

Do you have backache? Are you tired and worn out? Feel dizzy, nervous and depressed? Are the kidney secretions irregular? Highly colored, contain sediment? Likely your kidneys are at fault. Weak kidneys give warning of distress. Heed the warning; don't delay—Use a tested kidney remedy. None so well recommended as Doan's Kidney Pills. None so universally successful.

A Michigan Case



"Every Picture Tells a Story"

Mrs. J. J. Binkle, 310 S. Dean St., Bay City, Mich., says: "I suffered from pains in my back and other symptoms of disordered kidneys. There was a constant, dull aching across my loins and every step I took seemed to jar my whole body. I had a tired, drowsy feeling, along with dizzy spells and pains in my head. Four boxes of Doan's Kidney Pills fixed me up all right."

Get Doan's at Any Store, 50c a Box

DOAN'S KIDNEY PILLS

FOSTER-MILBURN CO., BUFFALO, N. Y.

Women Look Well When

they escape the sallow skin, the pimples, blackheads, facial blemishes due to indigestion or biliousness. At times, all women need help to rid the system of poisons, and the safest, surest, most convenient and most economical help they find in

BEECHAM'S PILLS

This famous family remedy has an excellent tonic effect upon the entire system. It quickly relieves the ailments caused by defective or irregular action of the organs of digestion, headache, backache, low spirits, extreme nervousness. Purifying the blood, Beecham's Pills improve and

Clear The Complexion

Directions of Special Value to Women with Every Box. Sold everywhere. In Boxes, 10c., 25c.

WOMEN WHO ARE ALWAYS TIRED

May Find Help in This Letter.

Swan Creek, Mich.—"I cannot speak too highly of your medicine. When through neglect or overwork I get run down and my appetite is poor and I have that weak, languid, always tired feeling, I get a bottle of Lydia E. Pinkham's Vegetable Compound, and it builds me up, gives me strength, and restores me to perfect health again. It is truly a great blessing to women, and I cannot speak too highly of it. I take pleasure in recommending it to others."—Mrs. ANNIE CAMERON, R.F.D., No. 1, Swan Creek, Michigan.

Another Sufferer Relieved.

Hebron, Me.—"Before taking your remedies I was all run down, discouraged and had female weakness. I took Lydia E. Pinkham's Vegetable Compound and used the Sanative Wash, and find today that I am an entirely new woman, ready and willing to do my housework now, where before taking your medicine it was a dread. I try to impress upon the minds of all ailing women I meet the benefits they can derive from your medicines."—Mrs. CHARLES ROWE, Rennebago, Maine.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

Don't Persecute Your Bowels

Cut out cathartics and purgatives. They are brutal, harsh, unnecessary. Try

CARTER'S LITTLE LIVER PILLS

Purely vegetable. Act gently on the liver, eliminate bile, and soothe the delicate membrane of the bowel. Cure Constipation, Biliousness, Sick Headache and Indigestion, as millions know.

SMALL PILL, SMALL DOSE, SMALL PRICE.

Genuine must bear Signature

Brent Good

ASTHMA

DR. J. D. KELLOGG'S ASTHMA REMEDY

for the prompt relief of Asthma and Hay Fever. Ask your druggist for it, 25 cents and one dollar. Write for FREE SAMPLE. Northrop & Lyman Co., Inc., Buffalo, N. Y.

Dr. J. D. KELLOGG'S REMEDY

ABSORBINE

TRADE MARK REG. U.S. PAT. OFF.

Reduces Strained, Puffy Ankles Lymphangitis, Poll Evil, Fistula Boils, Swellings; Stops Lameness and allays pain. Heals Sores, Cuts, Bruises, Boils, Chafes. It is an ANTISEPTIC AND GERMICIDE (NON POISONOUS)

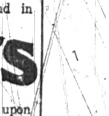
Does not blister or remove the hair and horse can be worked. Pleasant to use. $2.00 a bottle, delivered. Describe your case for special instructions and Book 5 K free. ABSORBINE, JR., antiseptic liniment for mankind, allays Strains, Painful, Knotted, Swollen Veins, Milk Leg, Gout, Concussions—and heals as nothing else can. Price $1 per bottle at dealers or delivered. W. F. YOUNG, P. D. F., 310 Temple St., Springfield, Mass.

Paxtine

A Soluble Antiseptic Powder to be dissolved in water as needed For Douches

In the local treatment of woman's ills, such as leucorrhoea and inflammation, hot douches of Paxtine are very efficacious. No woman who has ever used medicated douches will fail to appreciate the clean and healthy antiseptic Paxtine produces and the prompt relief from soreness and discomforts which follows its use. This is because Paxtine possesses superior cleansing, disinfecting and healing properties.

For ten years the Lydia E. Pinkham Medicine Co. have recommended Paxtine in their private correspondence with women, which proved its superiority. Women who have been relieved say it is "worth its weight in gold." At druggists, 50c. large box or by mail. Sample free. The Paxton Toilet Co., Boston, Mass.



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