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THE negligible cost of insurance as compared to its value in every man's life should prompt you to Protect Your Property THOS. H. COBB INSURANCE AGENCY

The Other Chap Says Something

ANTI-GROESBECK POLICY The anti-Groesbeck policy of the Free Press for several months past is particularly fortunate for them in view of the suggested candidacy of Mayor Fred W. Green of Ionia.

"AIN'T IT SO?" When President Coolidge in a recent radio talk said Americans as a whole need an awakening in reference to the non-attendance of voters at the polls, we know that we can say the country needs an explosion to blow us out of our doldrums.

LONG LIVE THE KING Governor Groesbeck last week announced his candidacy for a fourth term of office. The king is not dead, so we might as well shout now as later.

THE MESSAGE OF A TREE To some folks a tree is just a tree, a stick of wood carrying foliage. It is slightly in the way, they remember, if it is cut down, as if it had no value other than firewood.

PHONE 312 REAL folks yearn for purity as they do for the sunlight. Ours is an offering of real purity of sunlit cleanliness and of permanent dyeing.

THE SHAMELESS KIDS! Now what are you going to do about it? For here they come, the blithe and gilded youth of this United States, clamouring for a sanctuary dedicated to the purification of netting.

BUSINESS MEN AND POLITICS To do business, men must think and take it. No other vocation is more urgent or pressing upon a man's thought and energy.

THE FALLACY OF BEER The fallacy of the wet argument for beer lies in the fact that those who are clamoring against the Volstead act as a restriction of personal liberty demand the liberty to drink hot, rebellious, hard liquor as their constitutional right.

AFTER ALL THE COUNTRY PAPER IS YOUR FRIEND The local newspapers in the United States are each year getting on a firmer foundation and becoming more and more useful to its community.

But the question is who is the kisser and who, in the name of our all-American complacency, is the kisser? Or ponder, and perhaps at least a part of the answer occurs elsewhere in The New Student when Robert Bak-Grant writes of "Palace and the Tragedy of Sex."

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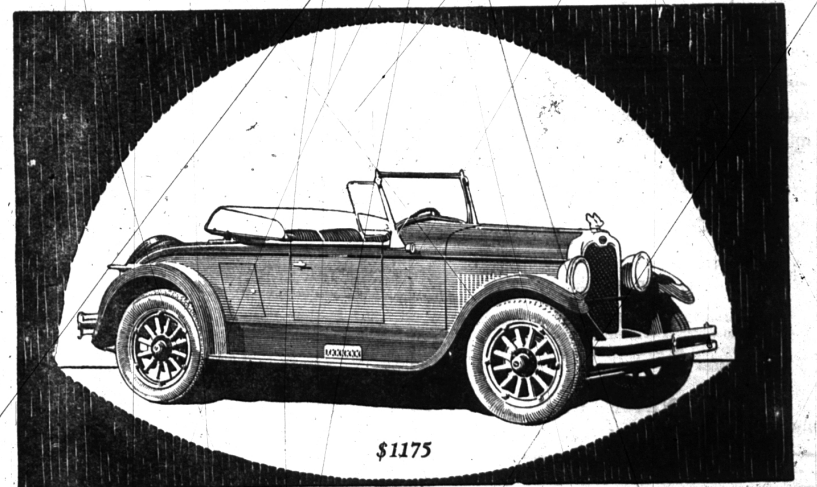
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Sales of life insurance in the United States so far this year have broken all previous records.



In the Spotlight!

Each year, some one appealing motor car creation emerges from the throng of commonplace cars and wins country-wide preference. This year, it is the dashing new Oakland Six sport roadster that occupies the spotlight.

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