

AT LAST

A man decided he and his son would take a drive in their new car. As they entered the car, the father said to the boy: "Now, if you see a motor cycle cop coming behind us, you tell Papa."

They settled down to driving and the car crept up to 30 miles, 35, 40, 45, 50, 55 and finally to 60 miles an hour. Suddenly the little boy cried: "Papa, the man you were expecting is here."—Pacific Power and Light Bulletin.

The Superpirate

Captain Kidd—What's this I hear about your rearing and quitting the high seas?

Sir Henry Morgan—Reform nothing! True, I have abandoned the seas, but I have invested my money in a number of apartment buildings and a chain of delicatessen stores.

As Advertised

Installment Collector—See here, you're several installments behind on your plan.

Purchaser—Well, the company advertises, "Pay as you play."

Collector—What's that got to do with it?

Purchaser—I play very poorly.

A Success Story

"Busy" was the word from the inner office when Mr. Salesman called. Nothing daunted, he wrote across his card: "That's why I am calling. I haven't any time to waste on loafers," and sent it in again. This time he got in.

Oh, Well—

Broker—I have bought you 500 shares of common stock, madam.
Mrs. Fitzwalter—Well, I don't want them. What on earth would my friends say if they knew I'd got anything common?

FISH SCALES



Sensitive Stout Fish—"Who says I'm too heavy? I've just weighed myself and I'm no heavier than I ought to be."
Jocular Thin Fish—Then your scales are wrong!

Adam Never Heard It
Whatever trouble Adam had... No man in days of yore could say when Adam told a joke, "I've heard that one before."

Need of Training
"Is that man a trained singer?"
"I shouldn't say so," answered Miss Cayenne. "He is vocally expert, but personally he still needs a lot of training to keep him from being classified as a wild man."—Washington Star.

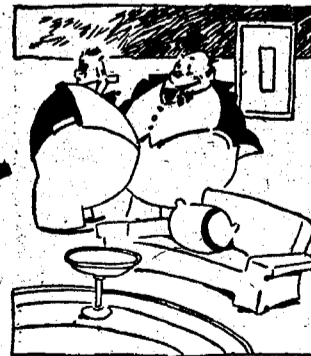
Promptly Settled
"Now, Albert," said the teacher, "if you had four apples, and your little sister asked for half of them, how many would you have left?"
"Four," responded Albert, without a moment's hesitation.

Some Discrepancy
She—Time separates the best of friends.
He—It sure does. Thirteen years ago we were seventeen. Now you are twenty-one and I am thirty.

Lots of Worries
Tonks—It's not the cost of the car that worries the average motorist. It's the upkeep.
Banks—And sometimes the turnover.

Beauty Costs
"How long you been married, Joe?"
"Six months."
"How's things?"
"I've found out that a permanent wave ain't so permanent."

MUST FEEL RELIEVED



"My wife's tongue is never still. She talked her head off this morning."
"How relieved you must feel."

Easier to Handle
"You hit your husband with a chair? Pray tell me why you did it, Mabel."
"I did it," sighed the lady fair, "because I could not lift the table."

Thorough Workers
Voice From Upstairs—Haven't you two finished hanging that mistletoe yet?
Sweet Thing—Yes, mumma, but we're just testing it.

THINK OF YOUR AUTOMOBILE IN TERMS OF TOMORROW

*Ultimate cost is as important
as first cost in the purchase
of an automobile*

WHEN you purchase an automobile you are making an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.

The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cost is the true measure of automobile value.

THE first cost of the new Ford is unusually low not only because of economies in manufacturing, but because the same principles that inspire these savings are extended to every other step that means greater service to the public. It is easy to see that economies in production would be of little value if they were sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, combined with the low charges for financing and accessories, amounts to at least \$50 to \$75 on each car. This is as important as economies in production in keeping down the price you pay for the new Ford.

THE low ultimate cost of the new Ford is the result of sound design, quality of material and unusual care in manufacturing. Friction and wear are reduced by the accuracy with which each part is made and assembled.

These factors combine to decrease the cost of operation and add months and years to the useful life of the car. The good performance and low yearly depreciation of the new Ford are indicative of the enduring quality built into it at the factory.

SERVICE charges are on the same fair, economical basis as the making and selling of the car and replacement parts are always available at low prices through all Ford dealers. In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.

| | | | | |
|--------------------------------|----------------------------------|--------------------|-------------------|--------------------|
| Roadster, \$435 | Phaeton, \$440 | Tudor Sedan, \$500 | Coupe, \$500 | Sport Coupe, \$530 |
| Two-window Fordor Sedan, \$600 | Three-window Fordor Sedan, \$625 | Cabriolet, \$645 | Town Sedan, \$670 | |

All prices f. o. b. Detroit. Convenient time payments arranged through the Universal Credit Company

FORD MOTOR COMPANY



DR. B. J. BEUKER
Physician and Surgeon
Office Hours:
2:00 to 5:00 p. m.
Office Phone—158-F2
Residence Phone—158-F3
Office, Second Floor Hite Building
Next to Postoffice.

DR. E. J. BRENNER
Physician and Surgeon
Office Hours:
10:00-12:00; 2:00-4:00; 7:00-8:00
and by appointment.
Office Phone—128
Residence Phone—59
Office—Dr. Dicke's Office east of
State Bank.

DR. C. H. PRAY
Dentist
Office Hours:
8:00 to 12:00—1:00 to 5:00
Evenings by Appointment.
Phone—223-F2

FRANK PHILLIPS
Tonsorial Artist
WHEN IN NEED OF ANYTHING
IN MY LINE, CALL IN
AND SEE ME.

TORMENTING KIDNEY AILMENTS RELIEVED.

Hard workers, whose full pay envelope is a necessity, whose good health is their only capital, must keep themselves constantly at their best. When Arthur O'Malley, Carson Hill, Calif., had to drag his aching weary body from a sleepless bed, he did a wise thing—took Foley Pills diuretic, and says: "Less than two bottles of Foley Pills diuretic relieved me entirely of my kidney and rheumatic troubles and put me on my feet and to work again. I want other workers to know about them." Guaranteed to give satisfaction. Ask for them. For Sale by Hite's Drug Store.

DR. F. P. RAMSEY
Physician and Surgeon
Graduate of College of Physicians and Surgeons of the University of Illinois.
Office—Over Bartlett's Store
Phone—196-F2

DR. G. W. BECHTOLD
Dentist
Office Equipped With X-Ray
Office Hours—8 to 12—1 to 5
Evenings by Appointment
Office, Second Floor Kimball Bldg.
Phone—87-F2.

R. G. WATSON
FUNERAL DIRECTOR
244 Phones 66
MONUMENTS
EAST JORDAN, MICH.

Misfits—
"You department store people have everything. It's a wonder you don't have a department to supply women with husbands."
"We tried that once, but the percentage of returned goods was too large."
Nobody is so irritating to some men as the fellow who wears evening clothes on the slightest provocation.

The Retort Conjugal
He—"Once for all, I demand to know who is master in this house?"
She—"You will be happier if you don't find out."

FOURTH ANNUAL
St. Patricks Day Supper
Served by the Men of the Presbyterian Church.
Friday Evening, March 21st

—MENU—

| | | |
|-------------------------------|-----------------|---------|
| Salmon Loaf with Tomato Sauce | Mashed Potatoes | Gravy |
| Roast Beef | Creamed Peas | Pickles |
| Buttered Rolls | Jell | Coffee |
| Cherry Pie | Waldorf Salad | Tea |

Ready to serve you at 5:45 o'clock. 35c—50c

Briefs of the Week

Frederick Kenny was home from Muskegon over Sunday.
Clement Kenny is visiting friends in Charlevoix this week.
Miss Evelyn Chaney of Muskegon visited friends here over Sunday.
Mrs. Ernest Lanway is spending the week end with relatives in Muskegon.
Mrs. Peter Bustard underwent an operation at Petoskey Hospital last Saturday.
Mrs. Ira S. Foote received a visit from her sister and husband, of Flint over Sunday.
Mrs. Herbert Sweet underwent an operation at Petoskey Hospital last week Friday.
Born to Mr. and Mrs. William Spencer, a daughter—Nelda Eileen—Friday, March 7th.

Special for Saturday.—Whole Wheat Tea Biscuits, 10c per doz. Best & Peterson. adv.
C. B. Dalman of Holland, Mich., is visiting at the home of his daughter, Mrs. Richard Ter Wee.
Thomas Meggison and son, Robert, of Traverse City were East Jordan business visitors, Tuesday.
Mr. and Mrs. Fred Bennett who have spent the winter in Flint, moved back to East Jordan this week.

\$100 in Prizes for 1930. Mail your signed East Jordan Pickle Contract in to Charlevoix Headquarters now. adv.
Mrs. Helen Gould returned to Grand Rapids last Saturday after spending a couple of weeks here with friends.
William Spencer of this city underwent an operation for appendicitis at Lockwood Hospital, Petoskey last Saturday.
Mr. and Mrs. Enoch Giles and children motored to Muskegon to spend the week end with his mother and sister.

City Treasurer, Grace E. Boswell was at Charlevoix, Wednesday, to make the annual settlement with the County Treasurer.
The Lutheran Young Peoples League will meet at the farm home of Mr. and Mrs. Jacob Waagbo this Saturday night, March 15th.
The Fourth Annual St. Patrick's Day Supper, served by the men of the Presbyterian Church, will be held Friday evening, March 21, commencing at 5:45.

Walter and Lewis Corneil were Grand Rapids visitors over the week end. The former's wife and child accompanied them home after a two weeks' visit there.
Mr. and Mrs. Charles Blahn and daughter, and her mother, Mrs. R. Holmes of Lansing are here visiting at the home of the latter's parents, Mr. and Mrs. R. E. Pearsall.
Mr. and Mrs. Dewey Hosler and children of Detroit were here over the week end. His mother, Mrs. Kate Lemieux accompanied them here and expects to remain for awhile.

The U. S. Senate voted an increased tariff on sugar last week—get 10 pounds for 59c with each dollar in trade at the Co.'s store, Saturday, Monday and Wednesday. adv.
Mrs. Joe Montroy was tendered a surprise party by a few of her friends last Saturday evening, the occasion being her birthday. The evening was spent with cards, followed by a lunch.
Elder Arthur E. Starks who has been working the Terry Barber farm of Deer Lake—the past year, is selling off his stock and implements and has accepted a position in Gaylord where he will soon move.

Revival Meetings are now in progress at the Church of God, commencing at 7:00 o'clock standard each evening. I. T. Mark is the Evangelist. Everybody welcome to attend these services.
Mr. and Mrs. Archie McArthur left last week for River Rouge, Mich., where they will start another year's sailing on the Great Lakes. They are sailing this year on the Str. E. W. Pargny of the Great Lakes Engineering Works.
Attention! Knights of Pythias—Bus will leave from Castle Hall for Charlevoix at 5:45 p. m., standard, Monday, March 17th. Supper at 6:30. Degree work following. Grand Lodge officers will be present. A fine time assured—arrange to go.

A communication was received by Directors of East Jordan Public Schools this week from Webster H. Pearce, State Supt. of Public Instruction, stating that this District's share of money awarded under the Turner bill would be \$7,949.55 and that the money would be available in the near future. This is considerable less than The Herald's computation of Feb. 7th. The letter was dated Jan. 27th and postmarked at Lansing March 11th.
Mrs. Mabel Holland spent the week end with Mrs. Alice Sedgman.
Frank Kenyon of Mackinac Island was here Wednesday on business.
Edd Vogel of Muskegon is here for a visit with friends and relatives.
A SURE MARKET and a sure price, and SPOT-CASH PAY. Grow some pickles. adv.
Born to Mr. and Mrs. Lee Danforth, a daughter—Beverley Edith—Tuesday, March 4th.
Charles Ruggles underwent an operation at Lockwood Hospital at Petoskey last Saturday.
A. F. Young of Boyne City and Earl Young of Charlevoix were East Jordan visitors, Tuesday.
Frank Ranney of Chicago is here visiting at the homes of his sons, Ralph and Harrison Ranney.
Misses Anna and Mary Shedina were home from Tomia for a visit with their parents over the week end.
South Arm Twp. Treasurer, Lillian Chew was at Charlevoix, Tuesday, to settle with the County Treasurer.
Mr. and Mrs. George Grennon of Flint spent the week end here at the home of his sister, Mrs. Leo LaLonde.
Duell LaLonde, who has been here for a visit with friends and relatives, returned to his home at Fort William, Ont., Monday.
Mr. and Mrs. Harry Eckler and children of Kalkaska were guests at the farm home of Mr. and Mrs. J. E. Chew, Sunday.
FARMERS—Make no mistake. Have a field of pickles on your farm this year. High Prices and a good CASH CROP. adv.
Singing School practice every Thursday evening at 7:00 o'clock sharp, standard time, in the Eighth grade room of the High School.
Mr. and Mrs. Sidney Sedgman and daughter, Miss Marian, of Newberry were here over the week end for a visit with his mother, Mrs. Alice Sedgman.
The Fourth Annual St. Patrick's Day Supper, served by the men of the Presbyterian Church, will be held Friday evening, March 21, commencing at 5:45.
Rev. James Leitch attended the Men's Fellowship Club of the M. E. Church at Charlevoix last Monday night, delivering his lecture, "Famous Criminals I Have Met."

You need not wait for the smelt run to have fish—get your smoked salmon and smoked white fish, boneless fillet, salmon sardines and mackerel at the Lumber Co. store. adv.
Mr. and Mrs. Charles Bishaw who have spent the winter in Flint, returned to their home here this week. They expect to leave next month to spend the season sailing on the Great Lakes.
Mrs. John Williams passed away at her home in Flint, Sunday, March 9th, according to information received here by friends. Mrs. Williams was a former well-known and esteemed resident of East Jordan.
Frank Bretz of Detroit and Mrs. Kate Bretz of this city were remarried at the Presbyterian Manse, Friday, March 7th, by the pastor, Rev. C. W. Sidebotham. They were attended by Mr. and Mrs. W. H. Malpass.
The Indoor Baseball game of the East Jordan League, scheduled for next Monday, March 17th, has been cancelled on account of St. Patrick's day activities. The final game of the schedule will be played on Monday, March 24th.
About 40 friends and relatives surprised Mrs. John Carney at their farm home last week Wednesday. A bounteous pot luck dinner was served at noon which all enjoyed. A very pleasant day was spent by all. Mrs. Carney was presented with a gift.
Judge of Probate, Ervan A. Ruegsegger wishes it known that the Probate Court offices are open for business every day except Sundays and Holidays. An erroneous rumor has started that Judge Ruegsegger is keeping the office open only part of the time. 11-2
DISTURBING NIGHT COUGHS QUICKLY STOPPED
Night coughing need not trouble you this winter, when each dose of Foley's Honey and Tar Compound carries the curative balsamic virtues of pure pine tar, fresh demulcent honey and other valuable cough-healing ingredients into direct contact with the inflamed irritated throat surfaces, covering them with a smooth and pleasant coating, at once putting an end to coughing. No opiates to constipate, no chloroform to dry up natural secretions. Dependable alike for children and grown persons. Ask for Foley's Honey and Tar. For Sale by Hite's Drug Store. adv.

A CONVENIENCE FOR HOUSEKEEPING

Any woman who has to look after the details of housekeeping finds it a great convenience to pay her household bills by means of check.
It enables her to keep a perfect and complete record of her expenditures, to have a receipt for every penny spent and—in addition—it saves her hours of time and worry.
WE MAKE A SPECIALTY OF WOMEN'S ACCOUNTS. COME IN AND OPEN ONE TODAY.



"THE BANK ON THE CORNER"

Health Giving Properties

in foods are the features the modern housewife is looking for. BON TON Bread and Pastries are filled with wholesome ingredients and are baked under highly sanitary conditions.

Get your Baked Goods fresh daily at your grocer's or at our sales room opposite Hite's Drug Store.

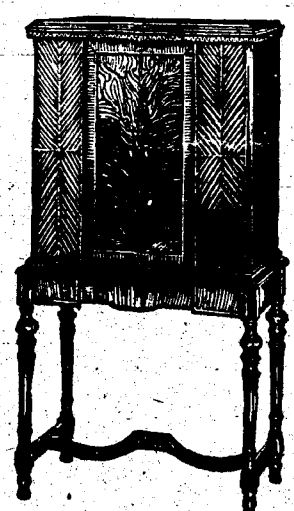
Bon Ton Baking Co.
MRS. ELLA JOHNSON, Manager.

WANTED!
Pork, Beef and Veal
POULTRY, EGGS,
MILK and CREAM

We Pay the Highest Market Price.
Phone 137 and We Will be Glad to Send One of Our Trucks to Your Door.

Northern Dairy Products Co.
IONIA PRODUCE COMPANY, Operators.

HEAR IT! SEE IT!



Brunswick

THE LAST WORD IN CABINET DESIGN.
Priced as low as \$119 less tubes
Why be satisfied with less than the best.

R. G. WATSON
PHONE—68

TEMPLE THEATRE
—PRESENTS—

SATURDAY and SUNDAY, March 15-16—Gladys Brockwell in "The Drake Case." Comedy and Fox News. 10c—25c
TUESDAY, March 18—Victor McLoglin in "Strong Boy." Comedy. 9th chapter "Tarzan the Tiger." Family Night—2 for 1 with merchant's ticket. 10c—25c
THURSDAY, March 20—Alice White in "Hot Stuff." Comedy. China Night. 10c—25c

EAST JORDAN LUMBER CO.

This Is A Day of 'SPECIALTIES'

Here are some Specials:
Linen Finish PILLOW TUBING, 42 in., 30c Yard.
Bathroom RUGS, Chenille, in beautiful colors that will harmonize with any room—\$1.00 each.
29-inch CHEVIOTS, fast color, just the thing for house or garden dress, or children's wear.
"Cannon" TOWELS from 18c to 75c each.
SHOES for out-door work—25c pair.
SHEETINGS—7-4 and 9-4 Linen Finish.

EAST JORDAN LUMBER COMPANY STORE

