

Charlevoix County Herald.

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Season Opens Next Friday

EAST JORDAN FOOTBALL TEAM PLAYS FRANKFORT

The opening whistle for the 1937 football season in East Jordan will be blown on Friday afternoon, October 1, when Frankfort High School comes to the West Side to start the season off for the "Crimson Wave" of East Jordan. The Frankfort team will have the advantage of two games' experience; as they will have played Manistee and Reed City before they come to East Jordan.

The East Jordan High School squad had a very good conditioning workout last week and this week are going into the real fundamentals of football which consist of blocking and tackling. Plays were given on Monday night and the first real scrimmage was called for Thursday afternoon. Competition is very keen for most of the positions and there are very few boys on the squad that are sure of their positions. Physically, most of the boys are in good condition; although there is a little "boils" epidemic existing among some of the boys.

The boys likely to start the first game are:

Ends — Glen Malpass, Francis Antoine, Herbert Kemp and Bud Hite.

Tackles — Russell Shay, Bud Porter, Basil Holland, Jack Isaman.

Guards — Mike Hitchcock, Beauford Amburgey, Bernard Best, Darwin Penfold.

Centers — Rodney Gibbard, La Vern Archer.

Quarter Backs — William Bennett, Richard Saxton.

Half Backs — Glen Gee, Eugene Gregory, Frank Crowell, Robert Crowell, Sonny Bulow, Faye Sonnabend, Floyd Morgan.

The band will play for all of the athletic contests this year. The boys are working hard to give East Jordan a successful football team this year, but they can work harder if you give them your vocal support. The season ticket plan that worked out so successfully last year will be used again this year. Admission at the gate is 25 cents. Adult season tickets are \$1.00. Football boys will be in charge of tickets.

New Gasoline Announced For 1938 Automobiles

Anticipating the fuel requirements of the 1938 model automobile, Standard Oil Company of Indiana has perfected a new gasoline which will be advertised during the fall and winter in some 1,600 daily and weekly newspapers in the central west.

The newspaper advertising campaign will begin today, and will feature a typical American newsboy in action. These copy in bold type will be used to present the facts about the fuel.

According to the announcements, this new gasoline will give faster starting, longer mileage, more power and has a higher anti-knock quality. No increase in price is contemplated.

Wonders of an unseen world! Astonishing things we would see if we had eyes like a microscope. Explained in a Double Page Illustrated Feature in The American Weekly, the Magazine Distributed With Next Sunday's Chicago Herald and Examiner.

TODAY In Your Paper

Starts this week "Picture Parade," a new pictorial feature which tells, today, how "Charlie McCarthy" and other ventriloquists' dummies are made.

Follow Rodney Shaw to the new fur-trading frontier as he battles for success in the distant Pillager country. Another installment of that new serial, "Black Feather."

William Bruckart, author of "Washington Digest," sees trouble ahead in new legislation affecting relations between labor and capital.

The Rev. Harold L. Lundquist discourses on God's part in the making of a nation, in the Sunday School Lesson for September 26.

Irvin S. Cobb mourns report that a new super-novel, a million words long, is soon to be released. It'll make a good door-stop, asserts the famed humorist.

Use restraint in talking with a person in mourning, urges Emily Post in her helpful column, "Good Taste Today."

Charge of Ku Klux Klan membership hounds Justice Black of Supreme Court. Sensational development reviewed by E. W. Pickard's "Weekly News Review."

Conservation Dept. Has Fine Exhibit At Our County Fair

The patrons attending this year's fair at East Jordan are given an unusual treat in the exhibit which has been assembled and prepared through the efforts of the local officers of the Department of Conservation. This is the first time such an exhibit has been displayed at the fair or in our city and it attracts widespread interest. It truly depicts the wildlife of our great outdoors, the valued gifts of nature which are still held near to the hearts of the people of East Jordan and our surrounding communities.

The exhibit presents Michigan's complete fish family, from the lowly carp and garfish to the highly prized rainbow and brook trout such as teams in the crystal waters of our spring-fed Jordan river. To our local sportsmen the bird exhibit is of unusual interest, particularly that portion of it showing the various kinds of ducks which nest and migrate over Michigan, and most of which can at various times of the year be found on our local wildlife sanctuary. The display does not overlook the stately deer, the crouching bob cat, the snow or the great horned owl, or even the scented family. The display room is carefully decorated with trees and evergreens, presenting a picture of a green forest, which creates an atmosphere of real wilderness.

On top of all of this, the officers in charge have several reels of moving pictures which have been made throughout Michigan of wildlife and the outdoors, and these are indeed very interesting and educational. These pictures are shown almost continuously throughout the evenings. Our local conservation officers deserve a heap of credit for bringing this conservation exhibit to our fair.

Popular Stars Twinkle In New Temple Shows

The current announcement of the Temple Theatre brings a host of the screens most loved players to this most popular playhouse for your entertainment the coming week. Actionful, adventurous Jack Holt; lovable and amusing little Jane Withers; comical "Alfalfa" Switzer and Academy Award winner Walter Brennan; menacing Peter Lorre; and tingling toe-free Fred Astaire and Ginger Rogers. With perfectly cast roles this galaxy of talent will appear in the following productions:

Saturday: Jack Holt in "Roaring Timber." Charlie Chase comedy.

Sunday, Monday: Jane Withers, Walter Brennan, Alfalfa Switzer and Jackie Searl in "Wild and Woolly."

Tuesday, Wednesday: Peter Lorre in "Think Fast Mr. Motto." Family Nites, 2 for 25c.

Thursday, Friday: Fred Astaire and Ginger Rogers in "Shall We Dance."

Second Year Nutrition To Be Studied By Home Economics Groups

The regular home economics extension project will start on Tuesday and Wednesday, September 28 and 29 with Miss Roberta Hershberg, extension specialist in nutrition, Michigan State College, the specialist in charge. Prospects point to another highly successful project with practically all of the old groups enrolled again and one or two new communities being organized.

How to plan and provide 1095 meals each year that will please the family as well as provide all essential elements is a problem to be considered. Suggestions for community meals and the question of food combinations will be included in the lesson. Methods for extending the nutrition program to all sections of the communities will also be discussed. As has been the case in the past, two training centers will be held. The first training meeting will be held in the basement of the Boyne City Library on Tuesday, Sept. 28 beginning promptly at 10:00 o'clock. The second meeting will be held in the Charlevoix M. E. Church at the same time on Wednesday the 29th. We are extremely anxious to have new communities organized and participate in this year's project.

If your community does not have an extension group kindly get in touch with this office and every effort will be made to organize your community for this highly important program.

B. C. Mellenkamp, County Agr'l Agent.

NOW EVERY SUNDAY, 20 PAGES OF COMICS IN COLOR

You'll find a great, hilarious company of the world's greatest funnies every week in "Fucky," the enlarged Comic Weekly with The Detroit Sunday Times. You and all the family will roar with glee if you follow the comic capers of these funny folks. Be sure to get The Detroit Sunday Times every week and enjoy this big fun frolic.

Enrollment In School Same

CLOSED IN SPRING WITH 719. NOW HAS 720

At the beginning of the second week of school we show practically the same enrollment as we had at the close of last year. At present the enrollment is as follows:

Kindergarten	40
First Grade	49
Second Grade	54
Third Grade	53
Fourth Grade	41
Fifth Grade	65
Sixth Grade	62
364	
Seventh Grade	45
Eighth Grade	54
Ninth Grade	66
Tenth Grade	81
Eleventh Grade	58
Twelfth Grade	52
356	
Grand Total of	720

Our enrollment at the close of 1936-37 school term was 719.

An additional teacher and Mrs. Leatha Larsen have been added to the teaching corp in the upper six grades, and by doing so, the sizes of the classes have been reduced considerably. Practically all of our classes now are running from twenty-five to thirty students — which is the number recommended by the North Central Association of Secondary Schools.

Two new subjects have been added in the high school course of study for the present year, namely, a course in occupations which attempts to explore the field of occupations thereby giving the pupils a general idea of what is necessary to prepare for the various professions and trades, and an advanced course in farm mechanics.

By Wednesday of the first week practically everyone had his schedule arranged and school was running smoothly.

School will be dismissed this week Friday in order that pupils may attend the Charlevoix County fair. Admission will be free to all school children and all amusements will be half price. School will also be dismissed Thursday and Friday, October 7 and 8 in order that the teachers may attend the Fifth District Institute at Alpena.

Council Proceedings

Regular meeting of the Common Council of East Jordan, held in the council room of the City Hall, September 20, 1937. The meeting called to order by Mayor Carson at 7:30 p. m. and the following members were present: Bussler, Crowell, Kenny, Lorraine, Shaw, and Mayor Carson.

The minutes of the previous meeting were read and, no objection raised, were held approved.

The following bills were presented for payment:

East Jordan Lumber Co., supplies for city and WPA	\$ 64.91
Anthony Kenny, cedar posts	6.75
Mich. Pub. Service	27.37
E. J. Fire Dept., Aug. 2 fire	14.50
E. J. Iron Works	4.65
Carr's Food Shop	3.55
City Treasurer, LaValley, Parrott, Richardson	10.50
E. J. Lumber Co.	408.65
Matt. Quinn, truck service for band	12.00
Clyde Hipp, rubber boots	7.21
R. P. Maddock, cement walk	33.80
Palmiters Jewelry Store, floral basket	5.15
Manufacturers Sales Co., fire equipment	30.00
City Treasurer, labor bills	82.80
Traverse City Lumber Co., tile	33.12
Standard Oil Co.	5.43

Motion by Kenny and supported by Crowell, the bills be paid, except purchases by Percy Reiness, from the E. J. Lumber Co. for PWA work, which purchases shall be deducted from said account and the balance remaining paid. Motion carried — all ayes.

Motion by Kenny and supported by Shaw, the Mayor appoint Harry Simmons purchasing agent for WPA work. Carried — all ayes.

Motion by Crowell and supported by Bussler, that the Mayor appoint a committee of three to inquire into the proposal to buy Lot 8 and other contiguous parcels of land for city purposes and report their findings to the Council. Motion carried. Ayes — Bussler, Crowell, Kenny, Lorraine, and Shaw.

The Mayor appointed the following councilmen on the committee: Bussler, Crowell and Lorraine. Meeting adjourned.

W. N. LANGELL, City Clerk

"Peace, it is wonderful," chants Father Divine. So many of those purely academic theories are. A national association of fortune tellers met lately on the banks of the Hudson. There was the usual interesting difference of opinion on the outlook.

Sewing Machine School Here

SCHEDULED FOR THURSDAY, SEPT. 30, AT EAST JORDAN

The second sewing machine school to be held in the county has been arranged for the East Jordan community on Thursday, September 30 in the basement of the Public Library. Several ladies have already requested this instruction in the care and repair of the sewing machine. Mr. A. J. Bell, extension agricultural engineer of the Michigan State College will be present and conduct the demonstration.

Not more than 10 machines may be brought in for cleaning and repairing, so kindly get in touch with your county agent at Boyne City, and make a reservation for your machine if you would like to have your machine included. Inasmuch as the meeting starts at 10:00 and continues until 4:00 o'clock, it is suggested that you bring your lunch with you.

Each person bringing in a sewing machine should also bring a pie tin, a spool of 40 or 60 thread, ¼ yard of muslin, some old cloth to clean the machine, and a pint of kerosene. It would be entirely proper to wear a wash dress, as remember this is more or less of a repair school and you will not want to spoil a fancy dress. Mr. Bell will not have repair parts for machines, consequently broken machines will not be considered unless the new parts are brought in with them. Kindly remember that all services rendered by Mr. Bell of course will be without expense to those who bring the machines for cleaning, repairing and adjustment.

Due to the fact that only 10 machines may be worked on, and the first 10 that are offered will be accepted, it is suggested that you notify your county agent if you wish to bring in your machine, so that a reservation may be made.

B. C. Mellenkamp, County Agr'l Agent.

Mrs. Fred Haggert, 67 Passes Away At Charlevoix Hospital

Mrs. Fred Haggert, who was taken seriously ill at her home in East Jordan, Tuesday, Sept. 14, passed away at the Charlevoix hospital — where she was taken for treatment — Sunday, Sept. 19th. The cause of her death was cerebral hemorrhage.

Mary Ellen Church was born April 14, 1870, at a place then known as Mitchell a few miles from Ellsworth. On July 24, 1885, she was united in marriage to Fred Haggert at Mitchell. They came to East Jordan the same year where they resided for a long time, Mr. Haggert being janitor at our High School for many years. They later on moved to Flint, Mr. Haggert passing away May 26, 1927.

Deceased is survived by three daughters — Mrs. Mae L. Beger of Detroit; Mrs. Florence Hedger of Flint; and Mrs. Lucille Duncan of Augusta, Kansas. Also by the following brothers and sisters: — Erwin Church of Grand Rapids; William J. Church of Flint; Harry Church of Battle Creek; Mrs. Lucy Smith of Flint; and a step-sister, Mrs. Bertha Robinson of Central Lake.

The remains were brought to East Jordan and funeral services held from the Latter Day Saints church (of which deceased was a member) Tuesday afternoon, Sept. 21st, conducted by the pastor, Elder Leonard Dudley. Burial was at Sunset Hill beside the remains of her husband.

Among those here to attend the funeral were Mrs. Mae Beger and husband of Detroit; Erwin Church and family of Grand Rapids; Harry Church and family of Battle Creek; Mrs. Lucille Duncan, Augusta, Kansas; Wm. Church, Mrs. Lucy Smith, Mrs. Florence Hedger, Loren Frost and son Nathan, Mrs. Kathleen Gordon and husband, Lloyd Hedger, Mrs. Katie Parks, of Flint; and Mrs. Ed. Robinson of Central Lake.

New Car Makes Two Quick Ocean Trips

One Detroit-made automobile which traveled probably farther in shipments than it did under its own power, for the first year of its life, was recently turned up in records of the Department of State at Lansing.

Late in 1936, a new 1937 model rolled off the assembly lines of a Detroit factory, to be shipped to Germany. There it was purchased, and shortly thereafter, brought by its owner back to Detroit, his home. Friedrich Hopfield, 2275 Calvert Avenue, Detroit, bought the car at Kohn-Solz, Germany, on Nov. 11, 1936. The unusual history of the car was revealed when the owner applied to Leon D. Case, Secretary of State, for a Michigan title. Employees of the Department of State were hard pressed trying to read the German title. It was in the form of a pamphlet, voluminous with information — all in German.

MARRIAGES

Gee — Bennett

Saturday evening, September 18th, Miss Fern V. Gee, daughter of Mr. and Mrs. Ray Gee, was united in marriage to James P. Bennett, son of Mr. and Mrs. Samuel Bennett, at the Methodist Parsonage, Rev. J. C. Matthews officiating.

The bride was attended by her sister, Mrs. Evelyn Murphy, and the groom by Earl C. Gee.

The best wishes of their many friends for a long and happy life are extended to them.

Valencourt — Armentrout

Miss Beatrice Valencourt, daughter of Mr. and Mrs. Clarence Valencourt, was united in marriage to Dale Armentrout of Boyne City, Saturday evening, Sept. 18th, at the M. E. Parsonage, Rev. J. C. Matthews officiating.

They were attended by Mr. and Mrs. Thomas Hitchcock, sister and brother-in-law of the bride.

The best wishes of their many friends are extended to them.

Regional Conference of State Educational Ass'n At Alpena, Oct. 7-8

Teachers in Charlevoix and Antrim Counties will hear Charles Eagle Plume, Indian graduate of the University of Colorado and singer and dancer of native songs, and Abba Hillel Silver, Cleveland rabbi, among the several nationally prominent speakers on the program of the Michigan Educational Association Regional Conference in Alpena, October 7 and 8.

More than thirty thousand teachers are expected to attend the eight M. E. A. Regional Conferences in different cities of the state during October.

Alpena will be host to the 1,300 teachers who are members of the Association in Region Five. The sixteen counties in Region Five are Leelanau, Benzie, Charlevoix, Grand Traverse, Wexford, Emmet, Antrim, Kalkaska, Otsego, Missaukee, Cheboygan, Presque Isle, Montmorency, Alpena, Oscoda, and Alcona.

All phases of the school program to today's schools will be represented in the varied program of the Conferences. Practical consideration of technical problems in teaching the three R's and discussion of new theories from which may develop the curriculum for the schools of tomorrow are included in the many Division Meetings scheduled.

Speakers on Division Programs in Region Five are: May Lambertson Becker editor of the "Books" column in the New York Herald Tribune; Dr. S. A. Couris, professor in the School of Education at the University of Michigan; Frank D. Slutz, consultant in educational guidance at Dayton, Ohio; and Dr. O. R. Yoder, assistant medical superintendent, Ypsilanti State Hospital.

Section meetings will provide an opportunity for teachers to discuss problems pertaining to their individual fields of teaching.

The two-year program of the M. E. A. for continuing improvement of public education will be presented by Dr. Albert J. Phillips, executive secretary of the Association.

Adequate financing of public education is one of the problems included in the two-year program of the Association. An adequate school program for all of Michigan's children, salaries for teachers that will afford a reasonable standard of living and opportunities for professional growth, a school building program to meet present and future needs, and improved teacher training facilities are among the points being considered.

Of vital importance in the problem of financing Michigan's schools is the determination of the source of funds. The Association advocates a cooperative, comprehensive study of Michigan's tax structure to determine the extent of Michigan's ability to support public education.

Larger units of school administration and the enlargement of the State Board of Education to appoint the state superintendent of public instruction are other topics which will be discussed at the Regional Conferences.

"While teachers are vitally interested in their own professional problems, such as promotion of teacher credit unions, provisions for group insurance, adequate sick leave regulations, and a functioning code of ethics, laymen visiting the M. E. A. Regional Conferences would discover that Michigan teachers are equally interested in the problems of the state and nation," declares Dr. J. A. Phillips, executive secretary of the Association.

War in the modern manner, with the battle line running through the ladies' ready-to-wear in a department store, is ghastlier than we dreamed.

Was Pioneer of Ellsworth

F. H. SKOW ASSISTED IN ORGANIZING COMMUNITY

Falle Hansen Skow, one of Ellsworth's pioneer citizens and widely known and highly respected by all, died at his home in Ellsworth Thursday evening.

He was born in Schleswig, Denmark on November 7th, 1855. At the age of 16 he came to the United States and worked in the lumber woods in Wisconsin and Michigan.

Mr. Skow made three visits back to Denmark, these visits were only short, as he had taken out citizenship papers and had planned to make American his home. His last visit was made in 1888-1889 and on his return came with him, including Anna Kudsk (now Mrs. John Nason of Charlevoix) and Christine Sandberg, whom he married on November 28, 1889 at Ironton, Mich. At this time Mr. Skow worked in the iron furnace there, but after his marriage he came to live on property in Section 23, now known as Ellsworth. In 1892 when the Pere Marquette railroad was being built, Mr. Skow and Datus Parks had some of their properties divided into lots for the plat of the village of Ellsworth. To induce the railway company to build a station here, Mr. Skow donated the land for the present station site. At that time much of the surrounding country was virgin hardwood timber and there were three sawmills in the village, one of them owned by Mr. Skow. The New Orient hotel, which burned in 1922 was owned by Mr. Skow and later sold to Lewis Van Skiver. He owned and operated a general store for 15 years, which was sold in 1910 to Klooster & Son. In 1907 he built a pipeline for water for his residence from a spring nearly a mile away. From time to time neighbors would ask to be connected to it, until at present nearly one half of the homes at Ellsworth are being supplied with water. Mr. Skow was very public spirited and cooperated in every project which was for the betterment of the community. He acted in some official capacity in the Traverse Bay Telephone Co., Community Electric Light plant, and the Banks Twp. Marketing Ass'n, when these firms were organized. In 1924 he was appointed receiver for the Ellsworth Canning Co. at the age of 68 years and held this office until 1930 when the property was purchased by Reid, Murdoch & Co. During the last year as receiver, his health began to fail and from that time his activities in business and public affairs ceased. He was generous hearted and during his life in the community saw it grow and progress. He gave liberally to the building of all churches in the community and was a member of the Pilgrim Holiness church at the time of his death. His passing on September 16 is one of the last of the early residents of Ellsworth who has lived a continuous life of 48 years in the community.

He leaves the widow, one son, Dr. John Skow of Toledo, O., four daughters, Mrs. Delbert E. Clow of Detroit, Mrs. Walter Oliver, Panama City, Panama; Mrs. Clinton J. Bushey of Olivet, Ill.; and May Ruey at home, 8 grandchildren and one brother, Christian in Denmark. Funeral services were held Monday afternoon in the Christian Reformed church. Burial was in Ellsworth cemetery.

CCC Enrollments Under New Regulations Made Between Oct. 1-20

The Civilian Conservation Corps in Michigan will lose approximately 4,000 young men Sept. 30, the eve of a new enrollment period, as a result of new regulations as to age limits and maximum length of membership in the organization.

Beginning Oct. 1 and extending to and including Oct. 20 new enrollments will be received to fill vacancies at the various CCC camps and bring them up to strength.

Under new regulations only young men between the ages of 17 and 23 years, inclusive, will be accepted for membership in the Civilian Conservation Corps, according to CCC authorities here. The new regulations also require that any enrollee who has served as long as 18 months, retire from the organization.

Young men between the ages of 17 and 23 years who desire to enroll in the Civilian Conservation Corps should make application at their local welfare office.

After Sept. 30, authorities say, there will be 28 national forest CCC camps, 15 state forest CCC camps, five state park CCC camps and one federal biological survey CCC camp in Michigan, a total of 49.

Handsome new pianos are appearing in many homes. So many of the old had been corroded by guests pouring prohibition cocktails surreptitiously into the works.

News Review of Current Events

KLAN ISSUE DOGS BLACK

Newspapers Claim Proof He's Life Member . . . Fleet Stalks Submarine Pirates . . . Japs' Big Push Starts

Edward W. Pickard

SUMMARIZES THE WORLD'S WEEK

© Western Newspaper Union

Fiery Cross Haunts Justice

PRESIDENT ROOSEVELT suffered what was probably the most embarrassing period of his entire political career as the whole country stormed over the publication of what was claimed as documentary proof that Hugo L. Black, recently appointed a justice of the Supreme court, was and is a member of the Ku Klux Klan.

The series of articles, copyrighted by the North American Newspaper alliance and printed in the newspapers which subscribe to its service, included reproduction of Black's resignation from the hooded brotherhood, allegedly turned in to the organization in 1925 but never made known to the public or to the Klansmen in general. It also contained reproduction of the minutes of a Klan meeting in the following year at which Black was said to have become a life member and was given a gold "passport," one of the highest honors conferred by the order.

Implications of the revelations, if they are true, are manifold. President Roosevelt asserted that he had no knowledge that Black was a member of the Klan when the appointment was made. He refused to comment further until Black returned from Europe, where he was vacationing. Black, hounded for a statement by the press, went into seclusion in London and refused to confirm or deny the accusations.

Opposition to the administration lost no time in making political capital of the situation. Senators who had been marked for political extinction because they had dared to oppose the administration on the plan to add six new justices to the highest tribunal found it the finest kind of defense ammunition. They pointed out that the President, in his opportunity to appoint one new justice of the liberal character he desired, had appointed a man who, if it were true he belonged to the Klan, was incapable of administering impartial justice to Catholics, Jews and negroes. Other senators declared they never would have voted for his confirmation had they known he was a Klansman.

It was admitted that since Black had already taken his oath of office there might be no means of correcting the appointment other than by influencing him to resign. This the President might do, it was believed, if Black did not deny the charges upon his return to the United States.

Showdown on 'Sub' Piracy

GREAT BRITAIN and France were massing the greatest destroyer fleet ever operated in the Mediterranean sea, to police it and safeguard neutral shipping from attacks by "pirate" submarines, as a result of the agreement signed by nine powers at Nyon, near Geneva.



M. Litvinoff

Italy and Germany had refused to attend the conference when Russia publicly accused Italy of operating the "pirate" submarines which sank two Russian ships, and threatened reprisals if Italy did not pay indemnity.

The principal provisions of the agreement, which Germany and Italy were invited to join, were:

- 1. Mediterranean shipping will be restricted to the regular ship lanes, which will be patrolled by French and British warships, in both the eastern and western stretches. If Italy agreed, she was to be allowed to patrol the Tyrrhenian sea.
2. Patrolling navies will attack and attempt to destroy any submarine which attacks merchant ships other than Spanish, without first giving passengers and crew opportunity to leave in lifeboats, as outlined in the 1936 London naval treaty.
3. Signatories expressly declare that they do not concede belligerent rights to either party in Spain.
4. Patrol ships arriving on the scene of an attack too late to prevent it will be authorized to attack any submarine in the vicinity, provided they are satisfied it is the guilty one.
5. These measures will be executed by the British and French fleets anywhere in the Mediterranean with the exception of the Adriatic. Eastern powers will protect neutral shipping in their territorial waters.
6. Signatories agree not to let any of their own submarines put to sea in the Mediterranean unless accompanied by a surface vessel, except in certain "exercise" zones.
7. Signatories will not permit foreign submarines in their waters unless in urgent distress or on the surface and accompanied.
It was plain that delegates knew that explosions might occur in half a dozen European capitals if their



HANDS ACROSS EUROPE

Jointly refusing to attend the anti-"piracy" conference, Hitler (left) and Mussolini once more show the complete accord of the two Fascist governments.

did not get into operation before there were any further attacks on shipping. They were embarrassed in conference by the Russian foreign commissar, Maxim Litvinoff, who insisted on naming Italy as the "pirate." Russia at first refused to sign, on the grounds that the second provision was no protection at all, merely requiring submarine commanders to be "gentlemanly" before sinking ships, and that it implied recognition of both Spanish parties as belligerents. Britain's Anthony Eden was reported to have convinced the signatory powers that it would be impossible for a submarine to sink a ship under those conditions.

China's German Strategy

JAPAN'S long-awaited "big push" in China was believed definitely "on" as the Japanese assumed virtual control of North Hopei, and made important thrusts into the Chinese lines at Shanghai, after the most terrible fighting of a month of undeclared warfare.

At about the same time, the Chinese, heeding at last the advice of German officers generally conceded the "brains" of the central army, began a strategic retreat to the "third area of defense" mapped out by these same officers after the Shanghai conflict of 1932, which was conducted under identical conditions.

Apparently the Chinese plan of retreat was to withdraw defending troops from the range of Japanese naval guns in the Whangpoo and Yangtze rivers. The Chinese were reluctant to leave positions which they claimed had been held against the Japanese invasion, but the German advisers finally won them over to the theory that these positions had been held at a cost far out of proportion to their importance.

The first strategic stage of the Chinese fighting in Shanghai—as planned by the German officers—was to slow down and harass the landing of Japanese reinforcements; the second, to divide the Japanese lines, and the third, to deprive the Japanese of the use of their naval guns.

Realizing what is going on, the Japanese command has ordered rapid advance no matter what the cost, in an effort to change an orderly retreat into a complete rout. As a result, the Japanese for the time being are the heavy losers in men, rather than the Chinese.

No Help for Munitions Ships

ANY American merchant vessels which carry arms or other implements of war to China or Japan will do so at their own risk, President Roosevelt warned shipping concerns. This policy applies to all of the articles listed in his proclamation of May 1, 1937, when he invoked the neutrality act against both parties in the Spanish civil war.

The President's order also forbade any government-owned vessel from carrying war materials to China or Japan. Unless war is declared he has no control over other American shipping, but he warned shippers that if ships carrying such cargo are bombed or attacked they need expect no action on the part of the United States.

Copeland Loses in Primary

TWENTY-ONE arrests were made as violence dogged the polls in New York city's most spirited mayoralty primary in years. Senator Royal S. Copeland, who ran for the Republican nomination although he was supported by Tammany Hall, lost the honor to Mayor Fiorello H. La Guardia, fusion candidate for reelection. Copeland made his bid for the G. O. P. nod by bitterly opposing President Roosevelt, but the stamp of Tammany precluded his nomination. The Democratic nomination was captured by Jeremiah T. Mahoney, who had the backing of Democratic national chairman James A. Farley.

'Keep Us Out of War'

PRESIDENT ROOSEVELT, anxious over conditions in Europe and the Far East, cut his vacation short and returned to Washington to discuss developments with his cabinet. After discussing the situation with Norman H. Davis, his European ambassador-at-large, and Bernard M. Baruch, and getting reports from the State department, he was said to be convinced that there was a real possibility of implication of the United States in a foreign war. Baruch called Europe a tinder box, ready to explode at any time.

In an address before an outdoor meeting of Dutchess county (N. Y.) citizens President Roosevelt had said, "World conditions are pretty serious. I am glad to say . . . that we are going to do everything we can in the United States—not only the people of the United States but the government of the United States—to keep us out of war."

Headache for the League

AT GENEVA, the Chinese delegation framed an appeal against Japanese invasion, to be presented to the League of Nations. The appeal, which urged peace-loving members and non-members to join in action against the "aggression," invoked Article 17 of the League covenant, which would invite Japan to sit in on the council of reply.

The Chinese statement charged that since mid-August Japan has thrown 60,000 troops into the Woussung-Shanghai area. "The intention of Japan . . . cannot otherwise be interpreted than to dominate Shanghai . . . and to attack Nanking, the capital," the statement said. It also declared that the Japanese blockade of the entire Chinese coast was illegal.

Eiji Amai, Japanese minister to Switzerland, made it plain that Japan had no intention of returning to Geneva to sit at any council board that discussed the Far Eastern hostilities. Nippon resigned from the League after it had judged her the aggressor in the invasion of Manchuria in 1933.

\$300,000,000 in New Money

SECRETARY OF THE TREASURY MORGENTHAU has agreed to issue \$300,000,000 in cash against an equal amount of the treasury's "sterilized" gold.

The move was believed to have been made because of recent weakness in the market for government bonds and a 16 per cent decline in the stock market over a period of about four weeks.

In addition, the open market committee of the federal reserve board announced that it had authorized the twelve federal reserve banks to buy additional amounts of short term government securities.

In some quarters, the treasury's move was interpreted as an about face by the administration, reversing its year-old policy of trying to prevent an untimely inflation.

Loyalists Ready to Pay Up

IT WAS reported in Geneva that the Spanish loyalist government and the American government had agreed upon \$30,000,000 as a settlement for the Spanish civil war. This, it was understood, would cover every kind of damage suffered by American business in Spain since the beginning of the war, including confiscation and appropriation of private property for military purposes, as well as material damages.

In voluntarily offering a settlement while the war is still going on, the Valencia government shattered revolutionary traditions. It was believed that the loyalists were anxious to emphasize the fact that they are not the revolutionary government, but the real government of Spain, and consider prompt payment of claims one of the best ways of keeping the respect of other nations.

Czechoslovakia Loses a Saint

THE "little father of Czechoslovakia," Dr. Thomas G. Masaryk, founder of the republic, died in Praha. He was eighty-seven years old. It was the efforts of Dr. Masaryk in the great capitals of Europe during the World war which made possible the creation of his country. Its people revered him as the symbol of their liberty, the patron saint of freedom. He was their first president, serving first in 1918, and being three times re-elected. In 1935, with old age coming upon him, he resigned his office to Eduard Benes, his colleague, who was at his bed when he lost the battle against the death he philosophically considered "the common enemy of mankind." He once said: "If it must come I shall at least know I died fighting it."

Nazis Too Busy to Fight

A DOLF HITLER, German dictator, struck what might have been a cheerful note, in conference with foreign government representatives at the Nazi rally in Nuremberg, when he declared that Germany is too busy to become involved in any war. He said that the plans which he and other Nazi leaders have for the country would take from 20 to 40 years to complete, and that war might be disastrous.

Washington Digest National Topics Interpreted By WILLIAM BRUCKART NATIONAL PRESS BLDG. WASHINGTON, D. C.

Washington.—It always comes about that when a nation or an individual acts without thinking a problem through all of its angles, there is a fine mess at the end.

There can be no surprise, therefore, in the mess confronting this nation over the policies and laws affecting the relations between labor and capital. The condition probably constitutes the worst mess of any we have seen in the last five years—and the end is not yet.

At the present time we find not only bitter strife between the old established American Federation of Labor and the Committee for Industrial Organization headed by John L. Lewis; a national labor relations board that cannot be described by any stretch of the imagination as being unbiased, and political leaders from President Roosevelt down the line are quite unable to determine what their position should be between the warring factions of labor. Meanwhile, we find employers wholly unable to deal with either faction successfully because of the interference of the labor relations board—and the instability of responsible officials.

The case in point and the incident that brings the situation immediately before the American people involves a comparatively small number of workers but it exposes all of the fallacies that have been allowed to become part of the law of the land through the labor relations act which was forced through congress by Senator Wagner, New York New Dealer, with Presidential support.

Late in August, the United States district court in Pennsylvania issued a decree that the National Electric Products corporation of Ambridge, Pa., must sign a wage contract with the International Brotherhood of Electrical Workers, an organization affiliated with the American Federation of Labor. The court ordered the action as a result of difficulties between the American Federation of Labor and the United Electrical Workers which is connected with the Committee for Industrial Organization. The manufacturing corporation had no alternative but to comply with the court order. If it did not do so, its officials faced jail sentences for contempt.

Within a week thereafter, along comes the national labor relations board with a ruling that the manufacturing corporation must sign a wage contract with the Committee for Industrial Organization union or be subjected to the penalties and punishment provided in the Wagner labor relations act. The board took this position with full knowledge of the federal court decree. It went so far, even, as to say that "the decree (of the court) is no bar to the instant proceeding under the national labor relations act or to the making of an order by the board under the terms of that act, that the respondent shall cease and desist from discriminating against the employees because they decline to join the brotherhood." In other words, the board took the position that the Wagner labor relations act was the supreme law of the land and the board, therefore, was the sole arbiter regardless of the court action.

I do not know anything about the merits of the workers' claim that the manufacturing company had mistreated workers, had fired men for union activities or had engaged in attempts to break up union organization. Those claims may be fully justified; indeed, the chances are that there was anti-union activity on the part of the corporation and that it should receive a legal kick in the pants for these things. But whatever that situation is, the fact remains that the national labor relations board consistently has horned into every controversy and, whether it means to be that way or not, its actions have been favorable to the Lewis Committee for Industrial Organization.

Further, among the most extreme of the New Dealers themselves, one frequently hears the observation that the labor relations board has given no consideration at all to the rights of the employer.

Of course, the board claims it is acting under strict construction of the law. Then it holds that congress intended it to take the place of the courts in deciding as between labor groups. It is to be remembered, however, that all members of the board are appointees of President Roosevelt and the presumption naturally follows that Mr. Roosevelt must approve of the board's policies. It is too much to suppose that the board would act against the wishes of the man who named its individual members.

All of these facts make it appear that instead of having a labor policy, we have on the statute books a law that has led us straight into the mess that I described at the beginning of this discussion. I am wondering when it can be or will be corrected. Superficially, the facts of the labor relations board history

thus far make it appear that the members of that board are aligned with John L. Lewis and the tactics he has employed. If they are, and if President Roosevelt wants to protect trade unionism in this country, it seems to me he ought to get rid of the members of that board and name commissioners who can be fair between the two labor groups whether they want to consider the rights of those who pay the wages or not.

Lewis' Outburst

On top of the situation I have described comes a fresh outburst from John L. Lewis in the shape of a threat against those officially responsible for administration of federal affairs. In fact, few persons could have heard the Lewis Labor day radio speech without realizing that the shaggy haired C. I. O. leader was telling Mr. Roosevelt to refrain from placing any obstacle in the C. I. O. pathway. Some commentators went so far as to say that Mr. Lewis had slapped the President's face in that speech.

It will be recalled how some time ago the President told the newspaper correspondent in a press conference that he was taking no sides between the A. F. of L. and the C. I. O. The expression he used was a line from Shakespeare: "A plague on both your houses." I quote Mr. Lewis' reply to that remark: "It ill behooves one who has supped at labor's table and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly embrace."

Thus it becomes plain, I believe, that Mr. Lewis is determined to go forward with his labor problems into the depths of politics. From his \$25,000 home in Alexandria, Va., Labor Leader Lewis directs the hundreds of subordinates, the reds and pinks, the whites and blacks, from which he apparently expects to develop a political organization strong enough to control this nation.

President Roosevelt is on another "inspection trip" of the nation. Before he left, he told the press that he wanted to see for himself what the New Deal had accomplished, explaining that there would be a few speeches, but that there would be more "intake than outgo" on the trip.

President on Tour

Washington political observers almost unanimously agreed, however, that the inspection trip had a much deeper purpose. They noted that the President was visiting various states from which there were members of the United States senate who had opposed the President's plan to increase the Supreme court by six appointees of his own choosing. Among these senators were Wheeler of Montana, Burke of Nebraska, Clark of Missouri, and O'Mahoney of Wyoming. They noted further that some representatives who had been outspoken in opposition to the court bill were privileged to have the President visit their home districts.

These political students arrived at the conclusion I have mentioned despite the declaration of Postmaster General Farley who, as chairman of the Democratic National committee, said that there would be no reprisals against senators and representatives who had opposed the court bill. Mr. Farley's promise of no reprisals came, however, after the now famous radio speech by Senator Guffey of Pennsylvania. Mr. Guffey is chairman of the Democratic senatorial committee which has the job of promoting election of Democratic candidates for the senate. When he said, therefore, that opponents of the court bill might be defeated and listed the names of a number of senators who should not be re-elected, it does seem that there may be a connection between the Guffey speech and Mr. Roosevelt's inspection trip. Some commentators have been uncouth enough to assert that the inspection trip by the President was for the purpose of determining whether it would be possible for the New Deal to obtain destruction of those Democrats who had disagreed with the White House.

Aside from the court bill, it seems entirely reasonable to suppose that Mr. Roosevelt desires to gain knowledge of the country's general temper. He has refrained from announcing whether he will call a special session of congress this fall to take up agricultural legislation, saying only that he will decide later. Secretary Wallace is very anxious that this shall happen. Officials of his department have been traveling by plane, train and motor through the country during the last two months in an effort to build up sentiment for the secretary's kind of farm legislation. They have been making these trips at taxpayers' expense, too.

what Irvin S. Cobb thinks about:

The Big Book Crass. SANTA MONICA, CALIF.—We're promised a historical novel longer than any yet—say half a million words or so. Of course, the author probably uses some words at least twice, but that won't reduce the gross tonnage unless they're very short words.

I can't take it. While still convalescent from "Anthony Adverse," I was stricken down by "Gone With the Wind" and had such a relapse that even now I barely can hold on my stomach such comparatively light and trifling stuff as volume VET to ZYM of the encyclopedia.

When reading this modern bulk literature, it upsets me to find my legs going to sleep before I do. And the constant pressure makes callouses on my second mezzanine landing. I admit these mass production books serve nicely as door stoppers and for pressing wild flowers. I also heard of a chap who detected a prowler under his window and dropped a frothy little work of fiction weighing slightly less than nine pounds on the back of the fellow's neck, dislocating three vertebrae. At last accounts, the surgeons were still picking long jagged chapters out of his spine.

In my present mood, what I crave is the romantic stuff of olden days, in which our sainted Aunt Sophie was wont to inscribe "Alas, how sad!" or "Only too true!" in pale violet ink on the margins. What happened to all the Aunt Sophies, anyhow?

An Actor's Temperament. WE'VE all been waiting for something to top it, but the best wheeze of the month remains the one that was emitted, not by a paid gagster, but by a simple stagehand at one of the studios when Mr. Leslie Howard refused to go on making a picture until a group of distinguished visitors, including Mr. Charles Norris, the novelist, had been shooed off the set.

"He ain't sore at you gents," stated the stage-hand to the ousted parties, "but he's been playin' 'Hamlet' on the regular stage and he ain't used to havin' a crowd watchin' him while he's actin'." If Mr. Norris and his friends wanted to see some really great acting they should have patronized the professional wrestling matches. That's where they put on the heavy dramatic stuff—beautifully rehearsed, perfectly done.

Children's Education. I LIKE the way the wealthy classes in England rear their children. Little Rosemary doesn't recite for the company after dinner, and if Master Jones-Terwilliger Minor gets uppity at school, he gets thrashed.

Many a rich American has known how sharper than a serpent's tooth it is to see his daughter grow up a wanton and his boy turn out a wastrel. Yet, with few exceptions—so few that the newspapers comment on them—it never seems to occur to these fond fathers that less of coddling and pampering and spoiling in adolescence and more of wholesome discipline might produce a higher average grade of heirs.

What set me to thinking along this line was being t'other night at a party where a poor little four-year-old, having already the pitiable assurance of a veteran prima donna, was fetched in to give impersonations. She never again could impersonate natural babyhood though, mother's the pity! And her pert small brother was encouraged to dominate the talk.

Mark my word for it, that kid is going to come to no good end—not even a well-spanked end, which would help.

Mr. Pincus' Coup. IN THESE topsy-turvy times liberal-minded patriots who are striving to steer a middle course between ultraenthusiastic left-wingers and ultraconservative rightists might do well, methinks, to follow the example set by Mr. Pincus.

Mr. Pincus had opened a clothing store. Immediately on one side of him was the clothing store of Mr. Ginsberg and immediately on the other side was the clothing store of Mr. Dreifus; and three clothing stores in a row were too many even for Essex street.

So the adjacent competitors framed a plot to put the newcomer out of business. Next morning their rival, coming down to open up, found over Mr. Dreifus' establishment a flaming legend, to wit:

BANKRUPT SALE And above Mr. Ginsberg's door was this equally prominent announcement: CLOSING OUT SALE

Within an hour, smeared across the entire front of Mr. Pincus' store, exactly in between the other two, appeared a huge sign reading as follows: MAIN ENTRANCE. IRVIN S. COBB. ©-WNU Service.



Irvin S. Cobb

BLACK FEATHER

By HAROLD TITUS

© Harold Titus
WNU Service

CHAPTER VI—Continued

He ended with the question directed at Standing Cloud and the old chief rose quickly to his feet, amidst a growing tumult of voices. Black Beaver was up, as well, and crying to be heard, but with a majestic, silencing gesture, Standing Cloud stayed him and checked the confusion of voices.

"The little trader has spoken!" he cried. "The little trader has said he will do things which we can see with our own eyes. If the little trader's medicine is greater than Black Beaver's will we not be pleased to see it, my children?"

They would be pleased to see it, indeed! Cries of approval resounded. Short harangues followed. Rodney declared that he would start at dawn, so all might see, and turned to watch Rickman speak slowly and energetically with Black Beaver, urging the magician to come further strategy.

CHAPTER VII

Night again, and Rodney Shaw made his simple camp beside the headwaters of the Laughing Musquash.

Camp, for him, meant a fire and a cleared place in which to lay his blanket. Not to lay his body. Just the blanket. A blanket spread half upon the ground and mounded up with branches to the size of a man's body and the balance spread across this hummock which would appear to vengeful eyes in the faint glow from embers as the figure of a man asleep.

While he smoked in triumph with the old men last night, he had watched Burke Rickman's face. He had seen the man stalk, finally, to his canoe with defeat gnawing at his pride. And he knew what to expect.

Fine opportunity, this, for a trader outgeneraled as Rickman had been! A chance for the attainment of a triple objective with a single blow. With Shaw gone, vengeance would be his, trade would be secure for the company beyond any possible challenge, and with Shaw unreturned from this errand into Windigo country, the influence of Black Beaver, already bought and paid for by Burke Rickman, would never again in that generation be questioned.

Just before sundown Rodney came to the deposit of white clay. He filled the square of sheeting he had brought with him, bound it to a package with thongs, and, in the last of daylight, made his camp which was to be no camp.

At some little distance, back against the bole of a tree, flintlock across his knees, he sat down to await what he told himself might be the most momentous interval of his life.

Rodney, even with the conviction that his life would be sought before dawn, dozed; wakened . . . dozed . . . wakened again with a start.

No sound, and yet an awareness of near danger spread through him like fire. He felt the skin of his back creeping and softly, slowly, making not the slightest rustle, he rose to his feet, rifle at ready.

His camp fire still glowed. He could see, from where he stood, the blanket folded over its deceptive pile of boughs. But not a sound.

And then suddenly a man stood before him, an outline of darkness against darkness. Vague, indistinct, unreal.

But the click of a hammer was not unreal! It was like a shot itself in contrast to the silence of the night and Rodney could discern then a kneeling figure strained forward and the faint gleam of light from the embers was caught on the barrel of a rifle as it swung into position.

He went blind with rage for an instant and heard himself cry out as the other rifle cracked and he fired blindly, wildly and knew he had missed when a gun clattered to rock and the vague figure swayed and lunged toward him.

He threw himself forward, grappling for the man's throat. A fist bashed into his mouth, throwing him to one side. He floundered to his knees and grappled again. His hand clutched Rickman's powder horn and jerked it loose and dropped it as he swung for better hold.

Rickman hurled himself on Rodney, bearing him down, and they rolled on the ledge. Fingers had Shaw's throat, now, holding him briefly while the other hand rummaged for a knife. But Rodney shook off the grip and prisoned the fumbling hand; rolled over; was free. Shaw worked a foot behind Rickman's, a hip against his hip. One hand over a shoulder and on the throat, the other encircling the man's waist, he heaved with all his strength and slowly his enemy yielded, fighting the leverage, making ragged sounds.

But he could not break the hold, could not stand against it. He did twist from Shaw's grip as he fell,

though, and went sideways and down, over the rim of the ledge, disappearing from sight as Shaw poised to spring.

With a cry Rickman struck the water and Rodney, teetering on the edge, strained his eyes to mark the place where he would emerge. He heard, but could not see. The man gasped hoarsely as he came up but he began to swim at once.

Seconds passed for Shaw, dragging out painfully as the fear that the man would escape him became manifest.

"You wolverine!" he cried. "You dog, Rickman! . . . While a man sleeps, you'd . . ."

He stilled his own breathing for an instant and heard Rickman crashing through the forest, making downstream, far enough away to make pursuit futile.

And now Shaw returned, to his establishment, with half a hundred-weight of white, smooth clay in a package, with hunters trooping through his gate to stare at this



"That is the Important Matter, Major!"

burden and chatter about it and, finally, touch, with old men and young men overstepping natural reticence to make voluble protestations of friendship.

That was Rodney Shaw's hour of triumph. He had discredited the jessakid, and more. He had lifted himself in the eyes of these natives to a figure that would go down in song and story.

And in the house of the other trader was only black and murderous despair.

No Indians except that handful which had accepted his credits appeared before Rickman to beg tobacco and wheedle further presents. The place was all but deserted by natives and his men went about the tasks of repair to which they had been assigned with hushed voices and frightened glances at the commander's quarters.

Rickman considered this and that: night raid, ambush, long waits for a chance shot from a distance. None would do. Shaw was no fool. He would not expose himself or go unguarded, now. And, in a few days, his brigade would arrive and he would have men in plenty to protect him.

His face writhed in agony as he thought of those oncoming canoes. A week of trading and the Pillagers would be obligated beyond repair. So long as Shaw lived and was free to meet and greet hunters—

So long as the man was free! Then he stretched, as a man will who is suddenly at peace after prolonged trouble. And he laughed.

Rickman sat down after his laughter, and drew paper and quill and ink before him and began to write, slowly and at length. Then, staring through the paneless window, he saw Conrad Rich across the enclosure and summoned him with a shout.

"Yes, Burke?"

"There'll be a canoe leave tonight," the trader said. "Four men. Select them from the best. Antoine will be in charge."

"A canoe? Tonight? For Michilmackinac?"

"That! And by way of Green Bay. With the current behind, it will be a quicker march."

"But . . . but . . . I don't . . ."

"No, you wouldn't even guess! It's this, Rich: the upstart trader is a fugitive. Back yonder they've only guessed his destination, it's likely. This letter to MacIver"—tapping the paper—"it makes guessing unnecessary. And what else it contains makes impressive the necessity of having the law reach even to here!"

So a light canoe left the lake of the Pillagers and went swiftly down the Mississippi and on the third day after its departure Rodney Shaw's canoes arrived.

Goods were hustled ashore and into the trading room and Indians came hurrying, staring much, and crowding greatly and talking in high-pitched, excited voices. Their futures lay wrapped in those travel-stained packages.

In the morning trading began, with hunters and their families thronging the stockade through all the hours of daylight and for long after darkness had fallen.

They moved about eyeing this, fingering that. Little offered was new; the great bulk of the goods were staple, and after the inspection a pipe was lighted and, squatting on the floor about Shaw, while Basile and others brought goods, the debts were accepted. Tobacco was passed but Shaw shook his head firmly at requests for whiskey. When the trading was finished, whiskey would again be passed; not before.

For days this procedure was routine. For hours at a time Rodney sat on the floor of his trading room, bargaining, arguing.

"Net thread, my brother?" he might say. "Four plus of net thread. That is all. The ball of thread is the skin. Skin for skin. Or."

"No, Zhing-wauk. No spirits. No more than the taste when we end our trading. At the grand medicine I will give my brothers plenty. Not before."

After the fifth day following Basile's arrival, few hunters remained near the establishment and Rodney's men were busy with preparing the place for the rigorous seasons to follow. But some Indians remained nearby and among these was the Weasel, once ejected from the post but, in this period of Shaw's good will toward the band as a whole, tolerated within the stockade.

He was given no attention, shouldered out of the way, while Shaw dealt with more dependable individuals.

Then the Weasel would seat himself at a distance and scratch his back with a stick and lament.

Each day he performed so, but each night he padded from his lodge across the lake to the company fort and met Burke Rickman and whispered what he had learned.

And so Rickman paced his enclosure and drank and fumed and counted the time, reckoned the miles his letter to MacIver would be borne that day, estimated the weeks it would be before the opposition fort would find itself without a leader.

The canoe reached Mackinac. Rickman's letter was handed at last to Donald MacIver. And the Scot, and other company heads read and frowned and set their minds to the task in hand.

MacIver climbed the hill and sat with the major and the grizzled old officer, veteran of many an Indian battle, was far less comfortable than he would have been under fire of hostile savages.

He grumbled and protested and roared. But he gave in, knowing a surrender in the field, in such an instance, was a lesser hazard than a disturbance in Washington, and a canoe with Capes, the lieutenant, and four soldiers embarked that day, the warrant for Rodney Shaw safe in an official dispatch case.

And then, indeed, the major was in for it.

Flying up the hill to the fort, Annette Leclere burst in upon the old soldier. And the major Mydeared and There-thered, and paced before his desk and pulled at his mustache and harrumphed as he admitted that, yes, soldiery was on the way to bring young Rodney Shaw back to answer to a charge of murder.

"But it is not so, major! It is common talk in the town that the thing was infamously gotten up to delay Rodney! Your own surgeon has said the man died from no knife wound!"

"The fort!" came a voice from the canoe, as paddles ceased dipping. "Is this the Astor establishment?"

"Yes! Who asks?"

"Capes, from Mack—"

"Ah, Capes! Capes, at last! Land here, Capes! Here, you men, help them! So. Quickly, but easy . . . Ah, Capes!"

(TO BE CONTINUED)

Faltbooting, New Sport in America, Is Old in Many European Countries

An outdoor sport, new to America but practiced for years in many European countries, made its debut in New York recently when a special train was chartered to take over 200 persons interested in faltbooting to the Connecticut river to enjoy the introduced sport.

The faltboot originated in Germany, observes Albert Stoll, Jr., in the Detroit News. It is a folding boat which, when assembled, combines many of the features of an Eskimo kayak with those of our Indian canoe. It is made of rubberized sail cloth, waterproof canvas and sticks, and can be folded into a couple of bundles about as large as a suitcase. The "boat" can be assembled in a few minutes and holds water-tight compartment fore and aft. A cockpit in the center will hold one or two persons. It has a low center of gravity and will not tip easily and can breast rapids, small falls and white waters found

"But the warrant exists!" the major thundered. "And Leslie's man Giles does not deny the story that Shaw and his employer quarreled over the goods. What can I do?"—And his boots went clump, clump, clump as the lovely Annette dropped her face into her hands and wept.

And after a time he patted her hand and his gruff voice grew almost gentle.

"There! . . . That's better, my dear! . . . And what is that in your hand? A feather? A black ostrich plume . . . Oh, I did not know it was some secret!"—as, flushing quickly, Annette thrust the remnant of the black plume into her bodice and began to talk of Giles.

So down the hill again as the sun sank went Annette, dismayed but purposeful; and along narrow streets. And a few who happened near felt their eyes bulge as the mademoiselle walked alone on the beach with the gnarled and leathery Giles, now an employee in the great warehouse.

At midnight the major roused at the rapping and descended to his door and there was Annette.

"Giles will make affidavit!" she gasped. "He tells that Leslie gave his goods to Rodney without reservation! He tells before witnesses, and he will say so to the marshal and the justice!"

"So all is settled!" boomed the major. "So when young Shaw returns he will be vindicated and free to—"

"Returns? Returns!" the sharpness of her cry, in contrast to her look of a moment before, caused the major to hesitate. "That is the important matter, major! That he be not returned! Do you not understand?"—with an impatient stamp of a tiny foot. "Burke Rickman is there. If Rodney is taken from his establishment by soldiery, even for a brief absence, his trade will be gone! It is all Rickman asks, major! Another message must be sent, recalling the lieutenant and voiding the warrant!"

Annette clasped her hands beneath her trembling chin in an ecstasy of hope which went out like a snuffed candle when the major threw up his arms in a helpless gesture. Because, that day, an order had arrived calling a detachment to Detroit and the garrison would be so drained of men that it would be impossible to spare others for such an errand as was proposed.

Indeed, he'd write an order to recall Capes! He'd write an order that would bring Capes back to his post without even stops for food and rest! On his honor, that order would be something to read; he'd write an order to peel a man's ears, but he could not send it. There was no chance . . . no chance whatever. But let any company or individual come to him again and try to wheedle him into pulling chestnuts from the fire and see what happened. He'd skin them alive, he would . . . But this time nothing could be done. Nothing whatever.

And so, as eastern stars faded, Annette went slowly down the hill, cheeks as wet with tears as the grass was with dew, the black feather tight in a hand which clenched desperately.

Nightfall. And a canoe making its weary way toward Rickman's establishment, stared at in the gathering dusk by men at the stockade gate.

"The fort!" came a voice from the canoe, as paddles ceased dipping. "Is this the Astor establishment?"

"Yes! Who asks?"

"Capes, from Mack—"

"Ah, Capes! Capes, at last! Land here, Capes! Here, you men, help them! So. Quickly, but easy . . . Ah, Capes!"

(TO BE CONTINUED)

Striking Wools for Town, Campus

By CHERIE NICHOLAS



SMART clothes are alive with fabric interest this fall. The woollens that tailor to town and campus needs are especially intriguing and seeing that the first requisite of a perfect autumn wardrobe is a tailored outfit that will prove "first aid" no matter what apparel emergency may arise, here's telling you campus wear is the two-piece frock of sheer rabbit woolen centered in the group. The pleated-all-around skirt bespeaks "last word" vogue. You really must have a pleated wool skirt if you are going away to school to wear with your sweater, with your suede jacket, and with blouses galore. The wide shoulder line, high lapel collar and front-buttoned jacket closing are nice points but we've saved the nicest point to the last—those cunning little bows on the pockets! Now there's an idea that's going to send you right to the head of the class. Made of the very self-same material as the suit itself these bows add infinitely to the chic of this most attractive outfit and make it outstanding.

Tweeds especially have a lot of texture interest. They are nubbled and flecked in decorative weavings that capture your fancy at first sight. When you go tweed shopping, and of course you will if you are assembling a school-faring clothes collection, ask to see some of the new-this-season candlewick tweed, the latest herringbone weaves, smart diagonals, the houndstooth, tattersall, ropey plaid and sugar-leaf patterns, and you will feel, having seen these, that you have had a liberal education on the subject of tweeds at the very start.

The next thing is to decide on which tweed is the tweed you want most. To help you out we are suggesting a nubby beige tweed flecked with white such as makes the smart three-piece costume as shown to the left in the picture. Here is an outfit that is ideal for fall wear on campus or in town. It pretty near comes to being a whole wardrobe in itself. A suit that has a topcoat as has this is an economical buy no matter what it costs, for it takes care of the problem of an early fall coat since it can be worn as a separate wrap. Note its button-back revers, also the unpressed pleats running down from the slash pocket lines. The matching suit has a chic high lapel collar, triangular pockets and narrow leather belt. The skirt is cut straight and slim as a fashionable daytime skirt must be this season.

And we are not through talking about tweeds for we just must mention the especially lovely "winter pastels" that belong to the tweed family. More than likely you won't be able to resist them because of the fine shetland and other fine yarns used in the spinning. You can get novelty open weaves if you wish.

Very youthful and attractive for campus wear is the two-piece frock of sheer rabbit woolen centered in the group. The pleated-all-around skirt bespeaks "last word" vogue. You really must have a pleated wool skirt if you are going away to school to wear with your sweater, with your suede jacket, and with blouses galore. The wide shoulder line, high lapel collar and front-buttoned jacket closing are nice points but we've saved the nicest point to the last—those cunning little bows on the pockets! Now there's an idea that's going to send you right to the head of the class. Made of the very self-same material as the suit itself these bows add infinitely to the chic of this most attractive outfit and make it outstanding.

A luxurious natural wolf tuxedo collar runs the length of the topcoat of this stunning three-piece costume shown to the right. The tout ensemble is made of novelty woolen with a diagonal rib weave in deep brown flecked with beige. This outfit is entirely in line with the vogue this season that calls for lavishment of fur on suits and coats. The tuxedo effects are especially good this season. Handsome furs will be used unsparingly with care taken in achieving color blends that unify the costume.

Citing other fashionable wool weaves, there are the new coating fabrics that have long hair interspersed and tightly embedded in the texture, their sheen contrasting against the soft surface of the fabric. Tightly twisted boucle nubs are also decorative and colorful. Persian lamb cloth is a new fabric this season. For children's coats, a new chinchilla fabric in soft colors is important. Fleeces, both woven and knitted, are in demand. Suedes, velours and duvetynes are outstanding for dressy wear. For formal type costumes broadcloth is a leader.

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DRAPE AND SHIRR

By CHERIE NICHOLAS



A perfect afternoon frock for the young girl is this style in spongy texture lightweight wool. The draped button-over neckline and the shirring at the bodice are very new and attractive. A narrow gold-colored belt accents the fitted waistline. The skirt is softly flared.

Double-Duty Capes

Enter the double-duty shoulder cape, which may be looped up over the wearer's head and used as a hood.

DAYTIME SKIRTS TO BE SHORT AND SLIM

By CHERIE NICHOLAS

Short, slim and pencil-like is the dictum for daytime skirts. The accepted length for the suit skirt is from twelve to fifteen inches from the ground. Depends on how conservative you may be. Of a necessity these narrow skirts often have slashed hemlines. Daytime dresses hover about twelve to fourteen inches from floor.

For evening dresses the newest thing is the short-in-front hemline. In fact uneven hemlines are a most important styling detail. A few designers continue to favor the short full ballerina skirts for dance frocks. There are dinner gowns galore that are ankle length and sheathlike, for the most part sleek black, many of which are enlivened with glittering touches. The majority have high necklines with fluttering short-sleeves. However, in the practical daytime dresses long sleeves perfectly fitted, also bracelet sleeve lengths are featured.

Slide Fasteners Used

The Schiaparelli type of housecoat developed in flannel and fastening at the front with a patent slide fastener is popular.

Flaring Youth

For college girls and the very young, important collections include gored, flaring skirts and some which are pleated all around.

Charlevoix County Herald
G. A. LISK, Publisher.
Subscription Rate—\$1.50 per year.



Entered at the Postoffice at East Jordan, Michigan, as second class mail matter.

New Hunting Licenses Go Into Effect Next Friday, Oct. 1st

Michigan's new hunting and trapping licenses for the seasons of 1937-1938 go into effect Friday, October 1. The old licenses expire Thursday, September 30.

New licenses may be procured, as in the past, from license dealers, conservation officers and regional and district conservation posts.

Although the upland small-game hunting season in the lower peninsula does not open until Oct. 15, sportsmen who want to go afield to shoot crows or predators between the dates of Oct. 1 and Oct. 15, are required by law to procure a gun permit for 1937-1938.

After Sept. 30 gun permits will be issued by conservation officers only to those who hold the new hunting licenses.

Long Hours Cut Profits In Dairy

Proof that Michigan dairymen who spend their time most efficiently in caring for their herds are the same dairymen who produce butterfat at lower cost and get better returns for each hour of labor is found in a summary of the efforts of 123 typical dairy farm owners and operators.

This summary was compiled by members of the farm management department of Michigan State College as the final year of a five year study.

Forty-one dairymen produced butterfat with an average labor charge of seven cents a pound for labor charges, 42 for ten cents a pound, and 40 of the group found that butterfat cost them fifteen cents a pound for labor spent on their herds.

What's the reason?

In the low cost group only 107 hours per cow were spent during the year and the 14-cow herds averaged 366 pounds of fat. In the high cost group 186 hours of labor were recorded, yet the 12-cow herds averaged but 312 pounds of fat.

The low labor cost dairymen spent 51 fewer hours milking their higher producing cows largely because three times as many had milking machines. Records indicated the milking machine expense added \$2.42 for each cow for a year. The low labor cost men also spent less time in feeding and other care of the cows. Labor and equipment charges were nearly \$20

Peoples' Wants

MUNNIMAKERS
Notices of Lost, Wanted, For Sale, For Rent, etc., in this Column is 25 cents for one insertion for 25 words or less. Initials count as one word and compound words—count as two words. Above this number of words a charge of one cent a word will be made for the first insertion and 1/2 cent for subsequent insertions, with a minimum charge of 15 cents. These rates are for cash only. Ten cents extra per insertion if charged.

HELP WANTED

WOOD CUTTERS WANTED—Fifty men to cut chemical wood. Inquire Fred Haney, 2 miles south and 3 miles east of East Jordan. \$1.75 per cord, payable weekly. —PENNY ATKINSON, Mancelona. 391f

REPRESENTATIVES WANTED to look after our magazine's subscription interests in East Jordan and vicinity. Our plan enables you to secure a good part of the hundreds of dollars spent in this vicinity each fall and winter for magazines. Oldest agency in U. S. Guaranteed lowest rates on all periodicals, domestic and foreign. Instructions and equipment free. Start a growing and permanent business in whole or spare time. Address MOORE-COTTRELL, Inc., Wayland Rd, North Cohocton, N. Y. 8-2

WANTED

WANTED TO BUY — Good young Cow, Guernsey preferred; must be fresh in spring. — G. L. PAQUETTE, R. 3, East Jordan. 39x1

FOR SALE — MISCELLANEOUS

FOR SALE — Hot Point Automatic Electric Range. MRS. M. F. LEWIS, East Jordan. 39-3

STOVE FOR SALE — A Parlor Furnace in excellent condition, grates and firebox O. K. \$25.00. PAUL E. LISK, Mary St. East Jordan.

FOR SALE OR RENT — Several Federal Land Bank farms in Antrim, Charlevoix, Cheboygan, Emmet and Osego Counties. See H. C. BEDELL, Secretary-Treasurer, Boyne City, Michigan. 38-3

PENINSULA
(Edited by Mrs. E. Hayden)

F. D. Russell of Ridgeway farms motored to southern Michigan the first of last week for a carload of peaches.

Miss Dorothy McDonald of Three Bells Dist. is again employed at the Treasurer's office in Charlevoix.

Clarence Mullett of Fremont was at the F. H. Wangeman farm, Monday.

Mrs. Geo. Staley and daughter Gladys of Stoney Ridge farm and Orval Bennett of Honey Slope farm motored to Traverse City Friday, where Miss Gladys will attend college. Mrs. Staley and Mr. Bennett visited Mr. Bennett's parents, Mr. and Mrs. Joel Bennett at the home of his sister, Mrs. Henry Strong. They found Mrs. Bennett able to sit up a little but very uncomfortable, but Mr. Bennett is doing nicely taking care of Mrs. Bennett who must have constant care.

Mrs. Rolland Beyer and two sons of Three Bells Dist. spent Friday with Mrs. Charles Arnott at Maple Row farm and helped with feeding the silo fillers as did Mrs. Ray Loomis.

State Rep. D. D. Tibbits of Cherry Hill made a business trip to Lansing, Wednesday, returning Friday.

Master Elwood Hunt of Deer Lake is staying with the D. D. Tibbits family while his mother is in the hospital at Petoskey.

Mr. and Mrs. Fred Bassett and daughter Harriett and Mrs. Davis Peterson of Northport, and Julius Clumpp of Suttons Bay were dinner guests of Mrs. Louisa Brace at Gravel Hill, south-side, Sunday.

Mrs. Clarence Johnston spent Sunday afternoon with her parents, Mr. and Mrs. David Gaunt.

Mr. and Mrs. Otto Novack of Mancelona spent Wednesday evening at the A. Reich farm.

Mr. and Mrs. Robert Hayden and daughter, Shirley of the Mrs. F. H. Wangeman farm spent Sunday in Mancelona.

Milton and Jackie Cyr of Boyne City spent the week end with their grandparents, Mr. and Mrs. Fred Wurn in Star Dist.

A frost Monday a. m. and another later in the week did some damage in the low spots but not on high ground.

Corn cutting and silo filling is the order of the day.

We surely had all the rain we needed last week.

Mr. and Mrs. Rogue of Toledo, Ohio, and Mr. and Mrs. King of East Jordan visited Mr. and Mrs. Charles Healey at Willow Brook farm.

Ray Loomis of Gravel Hill, north side, and Fred Wurn were both filling silo, Saturday.

Mrs. Minnie Merrifield, who has been visiting in Charlevoix for some time came Sunday to visit her sister, Mrs. C. W. Howe at Overlook farm, for a while.

a cow lower for the efficiently handled herds.

Dairymen who cared for their herds most efficiently earned a return of 72 cents an hour, while those spending the most time found a return of only 34 cents an hour for their time in caring for their cows.

SOUTH WILSON
(Edited by Mrs. Luther Brintnall)

Mrs. Harold Edwards is spending this week with her parents, Mr. and Mrs. Peter Zoulek, also attending the Charlevoix County Fair.

Ernest Schultz and son Frank were callers at Luther Brintnall's, Tuesday morning.

Callers at Mr. and Mrs. Peter Zoulek's Sunday were Mr. and Mrs. Fred Zoulek and Mr. and Mrs. Wm. Zoulek.

Mr. and Mrs. Walter Jaquays of Pellston were Sunday callers of the former's brother, George Jaquays and family.

Claude Pearsall filled his silo the last part of last week. Frank Schultz and Wesley Harris helped.

Mr. and Mrs. Peter Zoulek and son and Mrs. Harold Edwards and Mr. and Mrs. Wm. Zoulek were callers Sunday afternoon of Mr. and Mrs. Louis Zoulek.

Mr. and Mrs. Arthur Brintnall and son Elgie were Sunday callers at L. A. Brintnall's.

Mr. and Mrs. L. A. Brintnall and family were Sunday callers at Mr. and Mrs. Ernest Schultz.

Mr. and Mrs. Clifford Brown and daughters were Friday evening callers at Luther Brintnall's. Jeanne, their daughter, returned home from Blodgett hospital much improved.

Everyone is going to the Fair.

Mrs. W. J. Carson is very ill at the home of her son, Robert Carson.

Mrs. Ella Clark and daughter Dorothy were Saturday evening callers at Robert Carson's.

Kit Carson, Frank Lenosky and Dan Trojanek were Sunday morning callers at Robert Carson's.

Clifford Pumpfrey, who has been spending the past 10 days at the Frank Lenosky home, left for his home in Kalamazoo, Sunday afternoon.

Mr. and Mrs. Frank Haney and children were Sunday afternoon callers at John Lenosky's.

Robert Carson called on William Zoulek Sunday evening.

Mr. and Mrs. George Beiley and family are now living at Sunnybrook farm.

OUT OF CONTROL

Jones was the proud owner of a new car, and regarded himself as an authority, London Tit-Bits states.

"Yes," he said to his friend Smith, "there's nothing in driving these modern cars. It's only in wet weather on bad roads that they're likely to get out of control."

"Weather doesn't always matter," said Smith. "It wasn't through either bad weather or fine weather that my car got out of my control."

"What happened to it?" asked Jones.

"I got behind with the installments."

Cutting In

Scene in the drawing room of a house in a fashionable part of the town. A demonstrator is instructing a woman subscriber in the use of the telephone dial.

"Now, madam, I will ask you to dial a number which I know is unobtainable, so that you can hear the 'Unobtainable' tone signal. Lift the receiver and dial Mayfair 12345. . . . Now describe what you heard."

"How beautifully simple! I've just heard a man's voice say, 'Half a mo', Bill, I've lost the blankets pliers.'"

More Merciful

It was a good play, but one man in the gallery started to boo.

"Chuck him over the rails," shouted the rest of the galleryites.

Then, amid the scuffle, a mild little woman in the stalls below stood up and cried excitedly:

"Oh, please, don't throw him over the rails. Kill him where he is!"

THE TIN ROOSTER



Mr. Sparrow—My, that's an unsociable chap, I've been here an hour and he hasn't spoken yet.

Building Material

"I'm sorry you don't like my cakes," said the tea-shop proprietress haughtily, "but I can assure you this business has been built up almost entirely on my cookery!"

"I don't doubt it, madam," said the customer. "With a few more buns like these you could build a house!"

How It Happened

Foreman—How is it White hasn't turned up this morning?

Workman—He met with an accident at his wedding yesterday. When he came out of the church he had an arch of crossed picks to walk under. Just then the buzzer went, and his mates downed tools from force of habit.

Do Your Stuff

Nancy (aged six)—Are you the trained nurse that Sister said was coming to stay with us?

Nurse—Yes, I'm the trained nurse.

Nancy—Well, come on, then! We're having a circus out in our barn, and the children want to see you do your tricks.

CKACKLE, CKACKLE



Papa Rooster—Why are those eggs standing on end? Do you want to raise a family of acrobats?

Sure Does—And Is!

"We may learn something from every little thing," propounded the teacher. "For instance—suppose, James, you tell us what the mosquito teaches us."

"It teaches us," said James brightly, "how easy it is to get stung!"

Amenities

"The way they talked about you was most violent and deprecative," said the sympathetic fan.

"Yes," replied the umpire; "you might almost have thought I was a candidate for office in a hot campaign."

The House That Jack Built

"There are exceptions to all rules, you know."

"Indeed. Where's the exception to the rule that we all must die?"

"Ah, that's the exception to the rule that all rules have their exceptions."

Putting on the Airs

Bessie (reading paper)—Fancy another chorus girl has married a young man who has just been left a fortune.

Beryl—Oh, well, it comes natural to these singers to pick up an heir.

Something

Visitor (to little girl)—And was your grandpa covered with insurance when he died?

Little Girl—No ma'am; just a nightshirt.

Adventure Is Coming In The American Boy

Readers who like adventure and the lure of far places will find plenty to please them in coming issues of The American Boy Magazine. They'll read for instance, of seamen and sabotage and San Francisco water-front trouble; of daring adventure in the world of pseudo-science, and of a feud aboard a plunging, rolling battleship.

They'll read, too, of excitement aboard a transport plane blaring over jungled Mexican mountains, and of stranger planes that are not bound to earth but swing through the noiselessness of space. Readers can follow a young ex-Mountie as he searches for clues in the wild northlands, and Tierney, the pie-eating detective, on the trail of city criminals.

A new feature in The American Boy is picture pages that tell stories. Pictures, for instance, that vividly show a day in the life of a coast guardsman, and how an Eskimo husky sled dog does his work. They transmit the thrill of battling a hundred pound, water-churning tarpon. Tips on how it's done are also given pictorially — ranging from how to run a broken field to how to be correct in a ballroom!

Note: Subscription prices of The American Boy will be raised in the near future. Send your subscription order at once to take advantage of the bargain rates now in effect: One year at \$1.00 or three years at \$2.00. Foreign subscriptions 50c a year extra. Send your name, address and remittance to The American Boy, 7430 Second Blvd., Detroit, Mich. On newsstands the price is 15c a copy.

WILSON TOWNSHIP
(Edited by Mrs. E. Henning)

Mrs. Walter Kerchner and grandchildren, Jean and John Kerchner, have returned to Oak Park, Ill., where the children will enter school for the winter months.

Mrs. Ernest Hartmann has returned to Detroit after spending the last two weeks with her father, August Behling, Sr.

Mr. and Mrs. Karl Knop and family, Mr. and Mrs. Henry Eggersdorf were Saturday visitors of their cousin, Mrs. Gardner Friend of Petoskey.

Mr. and Mrs. Fred Burd have recovered from their recent illness.

Edward Henning, Junior, visited his aunt, Mrs. Chas. Reidel of Deer Lake Sunday afternoon.

John Lenosky and Lorraine Behling have started to high school, John to East Jordan and Lorraine to Boyne City.

Walther League meeting was held at the church school room Thursday evening, Sept. 16, with a large attendance.

Mrs. V. Felton and Mrs. William Boehm of Petoskey were Sunday afternoon callers at Mrs. Edward Henning's.

Mr. and Mrs. Henry Eggersdorf of Chicago spent a week visiting at the home of Mr. and Mrs. Karl Knop and family. They returned home Tuesday morning.

Herman and Albert Behling visited their sisters, Miss Bessie Behling and Mrs. Louise Krenz of Grand Rapids the last of the week, September 11-13. They came home Tuesday, Sept. 14. They also attended the Walther League Conference while in Grand Rapids.

Mr. and Mrs. Ralph Mackey of Bear Lake, who have been visiting their parents, Mr. and Mrs. Leonard Dow and relatives at East Jordan, returned home Sunday afternoon.

Mr. and Mrs. Fred Stanke of Ellsworth were Sunday dinner guests of their daughter, Mrs. Harry Behling.

Mr. and Mrs. R. E. Chamberlain of Detroit spent the week end on their farm, returning to Detroit, Sunday.

Mr. and Mrs. James Beals of Advance are receiving congratulations on the birth of a daughter, Aves Irene, September 11th.

Visitors at the home of Victor Peck Sunday were Eldon Peck of Petoskey, Wesley Peck, John Knapp, Mr. and Mrs. C. DeLos of Deer Lake, also Mr. and Mrs. Leslie Shaler Thursday afternoon.

Karl Bergmann is busy filling silos for the neighbors J. Warden, W. Kerchneq, A. J. Weldy and August Knop. German Lutheran church was held Sunday, Rev. V. Felton of Petoskey officiating. Last Sunday Rev. Krueger of Boyne City was our pastor as Rev. Felton preached a mission at Cadillac.

Katherine Ann Mayrand and Henry Behling, also Phyllis Bergmann are the new beginners at the Knop school.

Mrs. Clifford Pumpfrey and children who have been visiting their brother Albert Lenosky and family, returned to their home one day last week.

Mr. and Mrs. Karl Bergmann were Sunday dinner guests of the Simmons family at Afton.

Similie: Breathing as easily as a couple of heavy-weights, talking into a mike after 15 gruelling rounds.

THE SHOW PLACE OF THE NORTH SAT. SEPT. 25. MATINEE 10c - 15c
TEMPLE THEATRE JACK HOLT IN
EAST JORDAN ROARING TIMBER

SUNDAY, MON. Sept. 26 - 27 Sunday Matinee 2:30. Adm. 10c-15c
EVENINGS 7:15 and 9 p. m. 10c-25c

THE OLD WEST WAS NEVER LIKE THIS!
JANE WITHERS WALTER BRENNAN "ALFALFA" SWITZER JACKIE SEARL
BERTON CHURCHILL ROBERT WILCOX PAULINE MOORE

WILD AND WOOLLY

TUES. WED. Sept. 28 - 29 THUR. FRI. Sept. 30 - Oct. 1. 7 and 9:10 p. m.
FAMILY NITES — 2 FOR 25c HERE THEY COME! Foot-Free Fred and Jovous Ginger In
Their Gayest, Gladdest Show.

THINK FAST MR. MOTTO **FRED ASTAIRE — GINGER ROGERS SHALL WE DANCE**

News Bulletin EXTRA EDITION

VOLUME X

NEW GASOLINE

STANDARD OIL INTRODUCES 1938 RED CROWN

BEST MILEAGE, BEST PERFORMANCE IN STANDARD OIL HISTORY!

See the difference! Get a tankful of this advanced motor fuel now, from YOUR STANDARD OIL DEALER!

OUT IN FRONT!

- HIGHER ANTI-KNOCK
- GREATER POWER
- LONGER MILEAGE
- FASTER STARTING AT NO EXTRA COST TO YOU

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Local Happenings

Mrs. Geo. Carr visited friends in Detroit the first of the week.

Mr. and Mrs. W. H. Malpass are Detroit-business visitors this week.

A good Shot Gun \$2.95 and other gun bargains at Malpass Hdwe. Co. ad

Mrs. Ada Carrol of Central Lake was guest of Mrs. Bell Kimball last week.

Carl Stroebel of Detroit was an East Jordan visitor the first of the week.

Mrs. Leda Ruhling has returned to East Jordan after a two weeks visit in Flint.

Marcella Muma left Monday for Mt. Pleasant, where she enrolled at C. S. T. C.

Mr. and Mrs. A. J. Suffern of Greenville were week end visitors in East Jordan.

Miss Anne Votruba of Lansing spent last week with her mother, Mrs. Eva Votruba.

Good Sewing Machines and Vacuum Cleaners \$7.50 up at Malpass Hdwe. Co. adv.

Mrs. Harriet Empey was taken to Charlevoix hospital for treatment and care last Saturday.

John Vogel returned to Ann Arbor Sunday where he will again attend the University of Michigan.

Two dwellings for sale at reasonable price and terms. Inquire State Bank of East Jordan. adv.38tf.

Jean Bechtold has returned to Hillsdale where she will enter her fourth year at Hillsdale College.

Wylon Payne left last week for Kalamazoo where she will enroll for her freshman year at W. S. T. C.

Dale Clark and Max Bader have returned to Kalamazoo where they will enter the junior year at W.S.T.C.

Mr. and Mrs. Clifton Harvey of Flint were week end guests of the latter's grandmother, Mrs. Elva Barrie.

Mrs. G. W. Bechtold, Mrs. Robert Campbell and Mrs. Grace Roswell were week end visitors in Detroit.

Mr. and Mrs. John Hacko with son, I. Kosaric and son Joe, have returned to their homes in Detroit after a five-weeks stay in the Bohemian Settlement. They also visited Mr. and Mrs. B. Cihak.

The East Jordan Study Club will meet at the home of Mrs. Russell Egger next Tuesday evening, Sept. 28.

Al. Warda, Proprietor Cherryvale Hatchery, returned home, Monday, from East Lansing, where he attended a conference of Michigan Hatcherymen at the M. S. C.

Special Communication of East Jordan Lodge No. 379, F. & A. M., next Tuesday night, Sept. 28, commencing at 8:00 o'clock. Work in the M. M. degree.

Born to Mr. and Mrs. Harry Jan-koviak a son, Jon Donald at Petoskey hospital, Monday, Sept. 20.

A blaze in the Poultry Building on the Fair Grounds called out our Fire Department about 10:30 Wednesday night.

Born to Mr. and Mrs. Roger Green of Pontiac a son, Albert Louis, at St. Joseph's Mercy Hospital, Tuesday, Sept. 14th.

Lafayette Conway of Ore, Ky, spent the first of the week at the home of his son, Sherman Conway and family.

Channing Smith and John Dolezal and two friends of Flint were week end guests at the home of Mr. and Mrs. John Dolezal.

Mr. and Mrs. Richard Malpass and family and Mr. and Mrs. Wm. Sleutel, were visitors at Sault Ste. Marie Tuesday and Wednesday.

Mr. and Mrs. Wm. Sleutel of Grand Haven were guests at the home of Mr. and Mrs. Richard Malpass the first of the week.

Miss Jane Cihak of Muskegon spent the week end with her parents, Mr. and Mrs. F. M. Cihak, Jr., and other relatives and friends.

Edna Inman, Lois Rude and Roscoe Crowell have returned to Mt. Pleasant where they will attend Central State Teachers College.

A good Cider Press and all other kinds of Machinery, Hardware and Furniture for sale on easy payments or trade. Malpass Hdwe. Co. adv.

David Pray returned to East Lansing last week, where he has again enrolled at M. S. C. after spending the summer with his mother, Mrs. Eva Pray and family.

Kenneth Henning of Detroit arrived in East Jordan, Wednesday and left Thursday for a month's visit with his sister in Mexico City, Mexico. He was accompanied by his mother, Mrs. Wm. Henning.

Jean, the young daughter of Mr. and Mrs. Clifford Brown, has returned home after spending the past sixteen months in Blodgett hospital and home in Grand Rapids, and has been enrolled in the East Jordan public school.

Arthur Quinn, accompanied by his parents, Mr. and Mrs. M. Quinn and Miss Phyllis Bulow, left last Saturday for Kalamazoo, where he will enter W. S. T. C. for his junior year. Enroute they visited Francis Quinn and family at Coral.

A big porcelain Parlor Circulating Heater only \$17.50; Cook Stove \$5.00; Laundry Stove \$2.95; and lots of other bargains in Stoves and Ranges at Malpass Hdwe. Co. adv.

Clare H. Myers was here over the week end for a visit at the homes of his aunts, Mrs. Rebecca Smith and Mrs. F. P. Ramsey. Mr. Myers has been chief radio operator on a steamer sailing in Southern Pacific waters along the South American coast. He left Monday for New York where he has a similar position on a steamer sailing the Atlantic.

Mr. and Mrs. Fred Cole and Mrs. Doris Witzka of Flint were guests at the home of Mrs. C. J. Barrie this week.

Mrs. Alice Roberts (Joynt) has returned to Melbourne, Florida, after spending the past two months in East Jordan.

Mr. and Mrs. Sherman Conway and son Gale were week-end guests of their daughter, Mrs. Harold Smith and husband of Flint.

Mrs. Louis Miller returned to her home in Marquette last Saturday after visiting her parents and other relatives the past two weeks.

Mrs. E. P. Bowers and children left Monday for their home in Peoria, Ill. after spending the summer months with Mrs. Bowers mother, Mrs. R. D. Gleason.

Mr. and Mrs. Wm. F. Bashaw and daughter, Miss Bernice, returned home, Saturday, from an extended visit at Dowagiac and other places in Michigan.

Mrs. C. L. Arnold with daughter, Auburna, of Traverse City was here for a visit with her mother, Mrs. Gertrude Waterman, latter part of last week.

Mrs. Andrew Berg, who has been visiting her daughter Mrs. I. Monroe in Muskegon the past several weeks, is now at the home of her daughter, Mrs. Ida Bashaw.

Mrs. Thomas Bussler, Mrs. Frank Woodcock, Mrs. M. Cihak, Mrs. V. Richardson, Miss Captula Richardson and Miss Dorothy Shubrick were Traverse City visitors last Wednesday.

Mr. and Mrs. Albert Etcher and children visited Mrs. Etcher's mother and father, Mr. and Mrs. B. Kent of Bellaire, Saturday night and Sunday, returning Sunday evening to East Jordan.

Mr. and Mrs. A. H. Pearsall, their son, Harold, and daughter, Virginia of Rochester, Mich., and Miss Edith Kiser of Pontiac were guests at the home of Mrs. Pearsall's sister, Mr. and Mrs. G. A. Lisk, over the week-end.

Nineteen jewel Waltham Watch for sale. Inquire State Bank of East Jordan. adv.38tf.

Mrs. Clarence Healey and daughter Elaine left Wednesday for an extended visit in California, Oregon and Iowa. They will visit Mrs. Robert Dye (Susie Healey) who expects to sail soon to join her husband in Honolulu.

Mr. and Mrs. Joe Conway and sons Donald and Pat and daughter Jill, returned to Bay City the first of last week after visiting at the home of Mrs. Conway's father Maurice Gorman, also at the Sherman Conway home and with relatives at Boyne City.

Mrs. Willis and June went to Bellaire Saturday night and visited over Sunday with their cousins, the Leo Montgomery family, they also visited Mrs. Willis' uncle and aunt, Mr. and Mrs. Sidney Smft, also Mr. and Mrs. Alfred Washburn and Mr. and Mrs. George Wilmarth, cousins of Mrs. Willis, residing near Central Lake.

Some fine Horses and Cows for sale or trade.— C. J. Malpass. adv.

Two Funerals To Be Held Saturday Afternoon

MRS. LEN SWAFFORD
Mrs. Len Swafford, who has been seriously ill, passed away at her home at Hermansville, Mich., Wednesday forenoon. The remains will be brought to East Jordan, Friday, and funeral services will be held from the home of her mother, Mrs. Wright Carr, Saturday.

MRS. NINA MALONE
Mrs. Nina Malone passed away at a private hospital, Ann Arbor, Tuesday night. The remains are being brought to East Jordan where funeral services will be held this Saturday afternoon at 2:00 p. m., from the home of her sister, Mrs. C. A. Hudson.

State-Owned Land To Be Sold In October

In excess of 4,000 acres of state-owned land, some of which is suitable for recreational use, will be offered for sale by the department of conservation to the public at six public auctions to be conducted during October in northern Michigan.

The land consists of platted lots and scattered acreages of pasture lands, woodlots and forest tracts. In accordance with a long-standing policy of the department of conservation no state-owned lands with water frontages will be offered for sale.

The auctions will be held in six northern communities on the following dates: Monday, Oct. 18, Big Rapids; Tuesday, Oct. 19, Cheboygan and St. Ignace; Wednesday, Oct. 20, Escanaba and Menominee and Friday, Oct. 22, L'Anse.

Church News

Presbyterian Church
C. W. Sidebotham, Pastor
C. R. Harper, Foreign Pastor
"A Church for Folks."

10:30 a. m. — Morning Worship.
11:45 a. m. — Sunday School.
6:30 p. m. — Young People's Fellowship lunch. This is the first meeting of the young people since vacation.

Rev. John Lampe, of Jerseyville, Ill., will speak to the young people. Rev. John Lampe is a son of Dr. Wm. Lampe of St. Louis, Missouri. Mr. and Mrs. Lampe are spending a part of their honeymoon in Charlevoix county, and it will be a privilege to have them with us on this occasion. Members of the Adult Bible class are invited.

First M. E. Church
Rev. J. C. Matthews, Pastor

11:00 a. m. — Church.
12:00 a. m. — Sunday School.
7:00 p. m. — Epworth League.

St. Joseph Church
East Jordan

St. John's Church
Bohemian Settlement
Rev. Joseph J. Malinowski, Pastor

Sunday, September 26th, 1937.
8:00 a. m. — East Jordan.
10:00 a. m. — Settlement.

Pilgrim Holiness Church
Rev. John C. Calhoun, Pastor

Sunday School — 10:00 a. m.
Sunday Preaching Services 11 a. m. and 7:45 p. m.
Thursday Prayer Meeting 7:45 p. m.

Full Gospel Mission
Rev. James Sheitrown — Pastor

Sunday School — 11 A. M.
Morning Worship — 12 M.
Evangelistic Service — 8 P. M.

Latter Day Saints Church
Leonard Dudley — Pastor

10:00 a. m. — Church School. Program each Sunday except first Sunday of month.
8:00 p. m. — Evening Services.
8:00 p. m., Wednesday — Prayer Meeting.

All are welcome to attend any of these services.

Union Gospel Tabernacle
A Hour of Prayer For All People
309, Main Street

Services each Sunday as follows:
11 a. m. — Sunday School.
12 a. m. — Preaching service.
8 p. m. — Song service followed by preaching. A welcome extended to all.

Christ Evangelical Lutheran
(German Settlement)
V. Felten — Pastor

2:00 p. m. — Sunday School and Bible Study.
2:30 p. m. — English Worship.
Walther League meets every 1st and 3rd Thursday of the month.
Ladies Aid meets every 2nd Thursday of the month.

Constipated 30 Years
"For thirty years I had stubborn constipation, awful gas bloating, headaches and pains in the back. Adlerika helped right away. Now I eat sausage, bananas, pie, anything I want and never felt better." — Mrs. Mabel Schott, Gidley & Mac, Drug-gists.

Homemakers' Corner

Home Economics Specialists
Michigan State College

WISE GARDENERS BEAT FIRST FROST

Gardeners watching leaves turn brown are getting trowels in action to beat the time of Jack Frost with any specimen or house plants that are worthwhile to nurse in the house.

A few pointers rounded up by C. E. Wildon, in charge of floriculture studies at Michigan State College, may save grief for the man or woman gardener lacking in experience. Pointer first on the list is to limit the size of the catch.

"Pot up the most desirable plants, but do not take in more than will have room in the house or than can be tended correctly," says Wildon.

Most potted plants should be potted up in as small a pot as the root system will allow. Fuchsias and geraniums will go into five or six inch pots, Jerusalem cherries in four, five or six inch pots and begonias in five or six inch pots. The exorblooming begonias can be divided up and the divisions planted in four inch containers.

Potting soils can be prepared before the trowel goes into action. A good garden loam of four parts can be mixed with one part of well rotted cow manure and one part of shredded peat. If the garden soil is poor, then a teaspoon of complete fertilizer can be added to the soil for a six inch pot.

The job is hardly completed. Wildon points out that the ten days after potting are important. Plants should be set away in light but not direct sun for 10 days after a thorough watering. The plants should not be in a draft, for rapid circulation of air dries out the newly potted flowers.

Declare War on the Sex Criminal, says J. Edgar Hoover, Chief of the G-Men! Read how citizens can help rid America of its most loathsome criminal. In This Week, the Sunday Detroit News colorgravure magazine.

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Red Cloud, Chief of the Oglala Sioux, Was a Warrior, Patriot and Diplomat

Both on the War Trail and in the Council Lodge He Proved That He Could Hold His Own With His "White Brothers"

By **ELMO SCOTT WATSON**
ONE night in the winter of 1821-22 a meteorite went hurtling across the sky over North America. That night an Indian mother named Walks-As-She-Thinks sat in her lodge which was pitched somewhere on the grassy plains of South Dakota between the Black Hills and the Missouri river. She was cradling in her arm her newborn son and, as the huge ball of fire blazed overhead, she looked up through the opening at the top of the lodge.

High above her she saw a fleecy cloud turn a brilliant red in the glaze of the blazing star. For a moment she clasped her little son fearfully to her breast. Then she laughed and, turning to her husband, Chief Lone Man, exclaimed: "It is a sign! His name shall be Makhiya Luta, the Red Cloud!"

Walks-As-She-Thinks little realized how great that name, thus lightly given, would become; how during the next 50 years it would be a name of terror to the white men who were then just beginning to crowd in upon the lands of her people, the Teton Sioux. George E. Hyde, in his recently published "Red Cloud's Folk," calls the westward drive of the Sioux from their ancestral homes in Minnesota to Montana "one of the epic migrations of history" and says:

"The Oglalas were the spearhead of the Teton Sioux advance, and from 1840 onwards they stood squarely in the path of that new immigration of pioneer trains, traders and the protective military, which threatened their newly-won hunting range on the northern prairies. In the historic struggle which ensued, white reverses revealed the real might of the Sioux . . . and during these years of heavy conflict, between 1865 and 1877, Red Cloud stood out as one of the greatest of the Sioux leaders."

Red Cloud had good reason to dislike the white invaders and to "stand in their path." He was left an orphan at the age of three, his father, Chief Lone Man of the Brules, dying from the effects of drinking too much firewater supplied by white traders. When he lost his mother soon afterwards, his sisters, who were bringing him up, took him with them to the camp of Old Smoke, a Sione Teton chief, near Fort Laramie and there Red Cloud grew into young manhood.

In 1855 Red Cloud learned his first lesson in "the white man's justice." It was when Gen. W. S. Harney won his famous "victory" at Ash Hollow, where he attacked the camp of Little Thunder, a friendly Brule chief, and killed 36 men, women and children.

It was such incidents as these, plus the grafting propensities of their agents, which made the Oglalas and Brules distrustful of the white men and as traffic over the Oregon Trail increased, certain bands of both tribes retired to the Powder river. Among them was the Itesha or "Bad Faces," with which young Red Cloud was associated. He won renown as a warrior in more than one battle with the Crows and by 1865 he was rated as a "shirt-wearer" or head soldier. But he had yet to lift a hostile hand against the white man, although that was coming, soon enough.

Avoiding Trouble.
Mainly due to the efforts of Man-Afraid-of-His-Horses, the principal chief of the Oglalas, these Powder river Sioux had avoided collision with the whites. They did this even though some of their tribesmen had joined the Cheyennes and Arapahoes in the war which had been raging south of the Platte.

In March, 1865, a great group of hostiles from the south joined the Powder river tribes. "The story these southern Indians told of the outrages the white soldiers had committed against them while they were still friendly and of the retribution they had exacted from the whites, the sight of the great numbers of captured horses these hostiles had in their possession and the plunder that filled their camps greatly excited the Powder river bands. It must have been at this moment that Man-Afraid-of-His-Horses, who had stood firmly for peace with the whites, began to lose his hold over his people. Indeed, there is every reason to suppose that the hostiles now offered a pipe to the Powder river Indians and that in a council the friendly chiefs were overruled and the pipe was accepted."



Red Cloud and the Sioux and Arapahoe chiefs who visited Washington in 1877. They are (standing, left to right): Little Big Man, Little Wound, Three Bears and He Dog; (sitting, left to right): Red Cloud, Big Road, Yellow Bear, Young-Man-Afraid-of-His-Horses and Iron Crow. (From a photograph by Brady, printed in Harper's Weekly for October 20, 1877.)

Then followed the historic Powder River expedition, led by General Connor and Colonels Cole and Walker. This campaign cost the government \$2,000,000 a month and ended in disappointment for everyone except the hostiles whose "camps were full of cavalry horses and mules branded US and many good carbines which they had taken from the soldiers."

Having failed to whip the Sioux into submission the government next tried diplomacy. It sent out a peace commission to persuade the Sioux to be good and especially to allow a road to be built through their hunting grounds to the Montana gold fields. A number of friendly chiefs—"trader's chiefs," the hostiles scornfully called them—signed the treaty, but such real leaders as Man-Afraid-of-His-Horses and Red Cloud, who by this time was the principal leader of the all-important warrior class



RED CLOUD

in the Powder river camps, refused to have anything to do with such a document.

Red Cloud Stands in the Road.
Despite this fact, the peace commissioners reported that their mission had been a success and an expedition, commanded by Col. Henry B. Carrington, set out to build a chain of forts along the Bozeman trail to Montana. No sooner had he completed Fort Phil Kearney, his headquarters, than his troubles began. For Red Cloud, who had by now supplanted Man-Afraid-of-His-Horses as the big man among the Sioux, immediately began making good his threat to "stand in the white man's road."

All during the summer of 1866 not a wagon train went over the trail without the men in it having to fight their way through a swarm of hostiles. Moreover the Indians boldly pushed in close to the forts, running off stock and attacking every detachment of troops that ventured out. The climax came in December with the destruction of Fetterman's command. By this time the government was thoroughly convinced that the peace commissioners' mission had not been a success. Despite his warnings and appeals for reinforcements, Carrington was "made the goat" and relieved of his command. His successor was ordered to make a winter campaign against the hostiles but with the inadequate number of troops supplied him he dared not move.

The next spring another peace commission was sent out to Fort Laramie, but Red Cloud sent word that he was too busy to come in now, although he might

come in and talk with them next year. Then a third commission was sent out and after a long delay it finally induced Red Cloud to sign a treaty of peace. But he held out until he had obtained the thing he most wanted—not only the promise to abandon the forts along the Bozeman trail but the actual abandonment. Then he signed the treaty on November 6, 1868.

A Diplomatic Victory.

Great as had been his victories on the battlefield, this one in the field of diplomacy was even greater. He had defied the power of the United States and made a peace on his own terms. It is said that this is the only case in American history when this nation signed a treaty which gave everything that the other party to the document asked for without getting anything in return. True, the federal government did get peace for its citizens—so far as Red Cloud personally was concerned. But that did not mean that the troubles with the Sioux were over. Some of their leaders who signed the treaty led their people back to the Powder river country and remained there as hostiles until they were finally conquered and put on reservations at the close of the Sioux war of 1876-77.

Although Red Cloud later distinguished himself as a war leader against other tribes, notably the Shoshones, he kept his promise of refraining from war against the whites. But he continued to distinguish himself as a diplomat, as an ambassador for his people to the "Great White Father" in Washington. He was invited to come there in 1870 to confer with President Grant and the Secretary of the Interior when another war with the Sioux seemed imminent. A council was held at the Indian office and there Red Cloud was told that his people must go on a reservation.

"If Red Cloud had been impressed with the power of the United States by being taken about Washington, he did not show it at this council. He had come east to prevent a new war and to procure for his people the right to trade on the Platte. What was this talk about going on the reservation—to the Missouri? 'I have said three times that I would not go to the Missouri, and now I say it here for the fourth time.' . . . This was not the talk of a man who feared the power of the United States and the glum officials began to realize that dictating to Red Cloud was not go-

Editor's Note: The fourth Friday in September is celebrated in many states as American Indian Day "in recognition of the contribution of the red man to our national tradition." In this article, appropriate to the celebration of that day, is told the story of one of the outstanding Indian characters in American history. It is based upon the book, "Red Cloud's Folk—A History of the Oglala Sioux Indians," written by George E. Hyde and published by the University of Oklahoma Press in its "The Civilization of the American Indian" series. Mr. Hyde's book is the first comprehensive history of one of the tribes that made up the great Sioux or Dakota nation. It throws much new light on our government's relations with that proud people, especially in regard to the treaties with them which were quite as important as our wars with them, which have been the theme of most writers about the Sioux.

ing to be the easy task they had anticipated."

Nor did he go to the Missouri. The upshot of the matter was that the government gave in, the Oglalas were to have a reservation near Fort Laramie and Red Cloud was to be permitted to name his own agent and his own trader. (Incidentally, the government failed to keep its promise in regard to the latter.)

For the next five or six years Red Cloud, although settled on a reservation, still remained a power among the Sioux. His unruly Oglalas made life miserable for the men who were appointed to be their agents and he contributed to their unhappiness by his repeated complaints that they were grafting and cheating his people. Some of these complaints were only too true but others were inspired by scheming traders who had Red Cloud's ear and used him as a tool in their efforts to get their share of the graft.

The Oglala Disarmed.

The Oglala chieftain took no active part in the Sioux war of 1876-77. But charges that he was giving aid to the hostiles in the camps of Sitting Bull and Crazy Horse were used by the military to justify the disarming of his people and the seizure of all their horses by Col. Ranald S. Mackenzie in the fall of 1877. From that time on, the power and influence of Red Cloud waned.

After he signed the treaty of 1868 Red Cloud's policy, according to Hyde, was "to remain on good terms with the whites as far as possible, to obtain help from them, but above all to hold stubbornly to the old-roving and hunting life and never to give it up. For an Indian, Red Cloud was an able man, but it is to be doubted if he ever had the breadth of vision that Spotted Tail sometimes exhibited. This Brule chief realized after 1865 that the old wild life was doomed and tried to lead his people to accept the inevitable changes in their way



SPOTTED TAIL

of living. Red Cloud could not see this, and he remained 'non-progressive,' as the exasperated Indian office officials put it, until the day of his death."

That day came in 1909 when Red Cloud, blind and bowed with the weight of his 87 years, died at his home on the Pine Ridge reservation in South Dakota. The newspaper dispatches which carried the news of his death told of his great deeds on the war trail. They gave no mention of the fact that he was great in other ways, too—as a patriot, fighting a losing battle against the power of a more numerous race, and as a diplomat who more than once had defeated the men of that race in the council as well as on the battlefield.

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IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

By REV. HAROLD L. LUNDQUIST, Dean of the Moody Bible Institute of Chicago, © Western Newspaper Union.

Lesson for September 26

GOD IN THE MAKING OF A NATION

LESSON TEXT—Deuteronomy 31:1-20. **GOLDEN TEXT**—Beware that thou forget not the Lord thy God, in not keeping his commandments, and his judgments, and his statutes, which I command thee this day.—Deuteronomy 31:11. **PRIMARY TOPIC**—To Help Us Remember. **JUNIOR TOPIC**—The Giver of Gifts. **INTERMEDIATE AND SENIOR TOPIC**—God in the Making of a Nation. **YOUNG PEOPLE AND ADULT TOPIC**—God in the Making of a Nation.

God in the making of the nation of Israel—this has been our general subject for a number of months. In this concluding lesson we meet up with a solemn warning that even though God's mighty works have been revealed on behalf of a people, it is possible for them to become proud and self-confident, forgetting him whose they are and whom they should serve, and perishing in their rebellion and sin.

I. "Beware That Thou Forget Not the Lord" (v. 11).

How could this people who had come up out of slavery and been led "through that great and terrible wilderness" (v. 15), who had been fed by God's hand, who had received "water out of the rock of flint," who had become a great nation by his grace and blessing, now forget God? It would seem unbelievable, did we not know ourselves. We need this warning as badly as Israel. Shout a stirring "Beware" from coast to coast as this lesson is taught, for America is forgetting God. Space does not permit a review of the appalling facts here, but they are enough to make one's heart sick with sorrow and fear for the future of our nation.

II. "Lest . . . Thou Say . . . My Power" (vv. 12-17).

How trenchant and altogether fitting are the words of Scripture. Nothing could describe our times more succinctly and accurately than v. 17. Men are glorying in their ability to do things. Science has made mighty strides forward. Industry has brought forth so many striking developments that a single company is able to present as a reflection of its own work a veritable "House of Magic."

We honor those who by skillful hand and brilliant brain produce excellent and thrilling results. But our question is, "How many are there who say, 'God has done this thing. He gave the strength and the skill. His is the honor?'" Some there are who thus recognize him, but they are few indeed. Their name is legion who say in their heart, "My power and the might of mine hand hath gotten me this wealth" (v. 17). "God, forgive us, cleanse us, and give us grace to walk humbly before Thee!"

III. "Remember the Lord . . . He . . . Giveth Thee Power" (v. 18).

Joseph Parker points out that a deep conviction of the fact stated in v. 18 "would turn human history into a sacrament." He says, "What a blow this text strikes at one of the most popular and mischievous fallacies in common life—namely, that man is the maker of his own money!" He makes a stirring plea (see People's Bible, Vol. IV, p. 188) for bringing God, who has been "crushed like a rose leaf in the Bible," out into the market place, into the office and the warehouse, for if man will make "his warehouse into a church" he will never turn the church into a warehouse. Would that we could once and for all do away with all "Sunday religion," and bring the gospel of grace and the laws of God into the office, the factory, the school, and the home, for every day and every incident and transaction of life.

IV. "If Thou . . . Forget . . . Ye Shall . . . Perish" (vv. 19, 20).

Reading this passage in the light of our knowledge of what did happen to Israel, we agree that the warning was needed, even though it was not heeded. Shall we then dismiss the matter with perhaps an expression of regret that they so disobeyed God and missed his blessing? If we do we miss the most important point in our lesson, for the fact is that our nation is just as dependent on God, and in just as much danger of forgetting him and perishing.

God punished even his chosen people in the day that they forgot him. Let not America think that she will escape if she goes on her way, forgetting God. We plead again, as we did last Sunday, for a deep going revival among God's people, and a renewed zeal for the salvation of lost men and women.

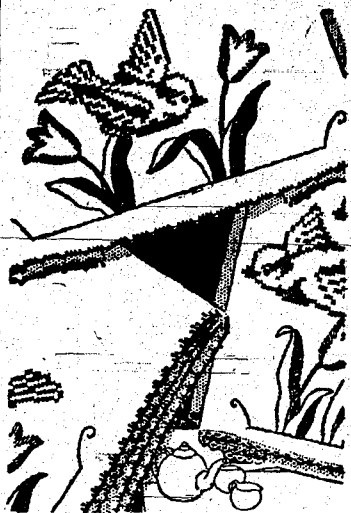
Every Day

Happy and strong and brave shall we be—able to endure all things, and to do all things—if we believe that every day, every hour, every moment of our life is in His hands.—Van Dyke.

Monuments of the Great—Monuments! what are they? the very pyramids have forgotten their builders, or to whom they were dedicated. Deeds, not stones, are the true monuments of the great.—Motley.

Add a Bluebird To Your Linens

Out across the tulips fly our feathered friends the Bluebirds, so realistic when embroidered in dainty 10 to the inch cross stitch. See how prettily these bird motifs may be adapted either to border or corner various household accessories—breakfast sets, towels, scarfs or kitchen curtains. Tulips



Pattern 1475

are in single stitch. Use gay floss. Pattern 1475 contains a transfer pattern of two motifs 6 1/2 by 8 1/4 inches; two motifs 5 by 9 1/2 inches and four motifs 6 by 6 1/4 inches; and four motifs 3 1/2 by 5 1/4 inches; color suggestions; illustrations of all stitches used; material requirements.

Send 15 cents in stamps or coins (coins preferred) for this pattern to The Sewing Circle Needlecraft Dept., 82 Eighth Ave., New York.

Please write plainly your name, address and pattern number.

The Subconscious Mind

The expressions, conscious and subconscious mind, are well defined psychological terms. The subconscious mind may be defined as anything that is neither in the focus nor in the margin of the consciousness (that is, that does not receive attention and cannot be regarded as an actual experience of the moment) but which, nevertheless, must be assumed to be influencing the mind in some way.

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To Get Rid of Acid and Poisonous Waste. Your kidneys help to keep you well by constantly filtering waste matter from the blood. If your kidneys get functionally disordered and fail to remove excess impurities, there may be poisoning of the whole system and body-wide distress. Burning, scanty or too frequent urination may be a warning of some kidney or bladder disturbance. Stinging, itching, burning backache, persistent headaches, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—head, neck, nervous, all played out. In such cases it is better to rely on a medicine that cleanses, purifies, and restores the kidneys to normal. Doan's Pills. A multitude of grateful people recommend Doan's. Ask your druggist!

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Where Charlie McCarthy Was Born



Dummies Live in PICTURE PARADE

CHARLIE MCCARTHY, the sassy little dummy of the ether waves, may owe his articulation to Ventriloquist Edgar Bergen, but he owes his life to Frank Marshall of Chicago. That's a debt he owes in common with many others of his race, for Marshall is the only known manufacturer of these queer beings in America.

Frank comes by his trade through inheritance. Since 1880 his family has made dummies for ventriloquists, including the famed Voxor Walter and "the Great" Lester. Charlie McCarthy occasionally is sent back to Marshall's workshop to be "hospitalized."



Here you see the "works" of a ventriloquist's dummy: Manipulating the cords causes the mouth and eyes to open and shut.



Frank Marshall often enjoys a friendly little "chat" with his children. He says they don't talk back, if they know what's good for them. Two of his marionettes can be seen here, also.



Above, Marshall is pictured with two of his favorite products, a sailor dummy and a Hindu marionette. At the right, he is seen carving a head from a block of wood.

Not Even Ventriloquist Can "Throw" His Voice

THE old idea that a ventriloquist can "throw" his voice, making it come from a shoe box, from behind a chair across the room or from the basement stairway, is a hoax in the strictest sense of the word. To make it appear that his voice is emanating from some place other than his mouth, the performer needs a "prop," usually a dummy with movable lips and eyes. He produces sounds by taking a deep inhalation of breath and allowing it to escape slowly, the sounds of the voice being modified by the muscles of the throat and palate. The illusion that he is not speaking at all is heightened by immobility, achieved through practice, of the visible muscles concerned in speech, as well as by gestures and glances which suggest a false source of the sound.

GOOD TASTE TODAY by EMILY POST

World's Foremost Authority on Etiquette © Emily Post

School Is Training Ground for Manners

DEAR Mrs. Post: Will you please tell me whether my son, who is fourteen, ought to continue to give up his seat on the school bus to girls going back and forth from high school? He complained the other day that if he has to continue this practice he will have to stand all spring since the bus is too small to provide seats for everyone?

Answer: Since a school bus can hardly be rated as a public conveyance, I am afraid that as long as the seating is inadequate to take care of everyone, the boys will all have to give up their seats to the girls standing near them—and especially is this true if they know the girls. This seems very unfair, I know, but it would really be demoralizing to his social training were he to do otherwise. Even in a public bus a man who is a gentleman would not think of remaining seated if the woman standing in front of him were someone he knew.

Real Epicure Insists on Mixing Own Salad

DEAR Mrs. Post: In a certain restaurant at which I eat my lunch every day, when I order a salad bowl of greens they bring the dressing in a separate pitcher. Is it proper to mix the salad in the bowl or to put a little salad on one's plate at a time and pour the dressing over it? People seem to do both and I wonder why the bowl and wooden implements are provided if one is not supposed to mix it first.

Answer: Genuine salad lovers all mix salad thoroughly beforehand, but others would be more inclined to pour the dressing on a portion at a time. In other words, you do as you choose.

Decorative Covers Only

DEAR Mrs. Post: Is it incorrect to keep dust covers on books when these are displayed in open book shelves? I have kept on the covers because they were more decorative than the books themselves and thought they would add color to the living room. My daughter now comes home from college and says they must come off because in bad taste. Where did she get this idea?

Answer: If you mean they have their own paper jackets on them, I think these look too much like a store. But if they are uniform covers, which you have put on for decorative color, then leave them on by all means.

Depends on Circumstances

DEAR Mrs. Post: Socially I know it is proper for a young man to rise when women enter the room, but does this apply equally when a woman teacher enters the classroom?

Answer: If the class is very small the boys (or young men) would naturally rise for a woman teacher, and strictly speaking, also for a man. But in a very big class where the pupils are practically the audience and the teacher is a lecturer who takes her (or his) place on a platform, the students would remain seated.

Adopting a Child

DEAR Mrs. Post: We are expecting a young boy from an orphanage very soon, having been able to get him through a local politician who recommended us highly and used his influence. Is there anything we could do to show our appreciation to him? I do not know his wife.

Answer: I think it would be better to wait until the child has become thoroughly established in your family and then write the politician a letter and tell him how happy Johnny has made you.

Say What You Mean

DEAR Mrs. Post: Even weddings in our community are not rare and at a great many of them people wear full evening regalia. I am going to have a small evening wedding at home only because this is the time that seems best suited to our plans. How can we make it clear to the guests that this will not be a dress occasion? Otherwise some will come in evening clothes and others will not, and some might feel uncomfortable.

Answer: At the end of the invitations write "Not evening dress."

Don't Dirty a Doily

DEAR Mrs. Post: When the finger bowl is brought to the table on the dessert plate, on which is a lace doily, how does one remove the finger bowl to the table, and where is it put? Is the doily removed with it or is dessert put on the doily?

Answer: The doily should be lifted off with the finger bowl and both put down at your place wherever there is room. On no account put anything eatable on top of a lace doily.

WNU Service.

Vying for Your Favor



This frock, which is my weakness in plum-colored wool, was as easy to make as it is to wear. "Later on I'm going to have a velvet version with short sleeves—these slim lines and elegant shoulders were just made for this queen of all fabrics—and evidently I go for things royal."

The Patterns

Pattern 1348 is designed in sizes 12 to 20 (30 to 38 bust). Size 14 requires 4 1/2 yards of 39-inch material, plus 1 1/2 yards for contrast. Pattern 1304 is designed for sizes 34 to 46. Size 36 requires 3 3/4 yards of 35-inch material, plus 1/2 yard contrasting. Pattern 1374 is designed for sizes 12 to 20 (30 to 38 bust). Size 14 requires 2 3/4 yards of 54-inch material. With short sleeves, size 16 requires 4 yards of 39-inch material, plus 1/2 yard for collar in contrast. To trim the collar requires 4 1/2 yards of braid.

Send your order to The Sewing Circle Pattern Dept., Room 1020, 211 W. Wacker Dr., Chicago, Ill. Price of patterns, 15 cents (in coins) each.

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Uncle Phil Says:

Unwanted Effect
Sometimes a soft answer can be so utterly soft as to loose one's wrath instead of turning it away. Yea, tolerance can be mere laziness.

People do not loosen up on the purse-strings until you reach their heart-strings.
How many have discretion enough not to disagree with others when it doesn't matter?
For You Make an Enemy
In an argument with a fellow-being when you win, you lose.

"Youth is a blunder," said Disraeli. But there's where men get their wisdom.

Peace of mind and approximate happiness might perhaps be any man's who will live a well-nigh hermit life; but the poor chap hasn't the fortitude to do it.

A man goes back for a second thrill after experiencing the first one and finds that the kick is diminished.

Unbearable Suffering

I HAVE suffered much, but I am now fully convinced that no man has any right to grumble if he can be ill without experiencing the torture of feeling that if his illness continues for any length of time there will be poverty and inadequate education for the ones that he loves.
Be understanding with those who in their illness are haunted by fears for the future; seek to understand what it is that lies behind their complaining, and ask God to prevent you from being clumsy when you try to give them a message of hope.

Household Questions

Cleaning Brass.—Never use vinegar to clean brass. Though it cleans at first, it soon causes tarnish. The proper materials for cleaning brass are oil and rottenstone.

Removing Tobacco Stains.—Tobacco stains may be removed from washable materials by moistening with lemon juice and bleaching in the sun.

Egg as Cleanser.—The yolk of egg may be used for removing mud, chocolate or coffee stains from any kind of material except velvet. Rub into the stain, wash off with warm soapy water, and rinse thoroughly.

Treating Dry Glue.—Vinegar added to dry glue will make the glue fit for use again.

Cheese and Tomato Salad.—Three ounces of cheese, two medium-sized tomatoes, seasoning, salad cream, lettuce leaves. Grate the cheese fine, then skin and chop up the tomatoes and mix to a paste with the cheese, adding seasoning to taste. Serve the mixture on individual plates, surrounding with lettuce leaves. Sprinkle the salads with a little finely grated cheese and decorate with small pieces of tomato.

FREE BAND INSTRUMENT PLAYERS



Simplified, practical instruction in salesmanship combined with the opportunity to earn extra money selling world-famous Martin and Indian brass instruments and saxophones, and Pedler clarinets. No investment necessary—just your spare time. Generous agent's commission and a rare opportunity to better your position and really learn to sell! Write today for application form.

SALES MANAGER: MARTIN BAND INSTRUMENT COMPANY
ELKHART, INDIANA

Harm of Carelessness
Carelessness does more harm than a want of knowledge.—Franklin.

KEEP YOUNG AND HAPPY WITH A Coleman SELF-HEATING IRON

A Coleman Iron will save you time, save your skin, keep you young—keep you smiling and happy on heating days. It's the only iron that is self-heating and never needs to be heated. It's the only iron that is self-heating and never needs to be heated. It's the only iron that is self-heating and never needs to be heated.

FREE FOLDER—See your dealer or send for folder containing the wonderful Coleman Iron.

THE COLEMAN IRON WORKS
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Philadelphia, Pa.
Cleveland, Ohio
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CHEW LONG BILL NAVY TOBACCO 5¢ PER PACK

\$50,000 RCA Victor ELECTRIC TUNING CONTEST!

NEW! DIFFERENT! MODERN! WIN IT!

5,110 Weekly Prizes!

It's Easy! It's Fun! Enter Today!

Contest begins Sept. 20th—and it doesn't cost a cent to enter! Just write 25 words telling "WHY I LIKE RCA VICTOR ELECTRIC TUNING!"

You'll find trying for one of the 5,110 valuable weekly prizes one of the easiest things you've ever done! Doesn't cost you a cent! No fees. No trouble. No box tops to send in. Nothing to buy. Even the postage on the entry card is prepaid. But you must use an official entry card. This contest guarantees 10 Electric Tuning radios, 500 record players, and 5000 other prizes each week.

Listen to the RCA "Magic Key" every Sunday, 1 to 2 P. M., E. S. T., on NBC Blue Network.

A SERVICE OF THE RADIO CORPORATION OF AMERICA

RCA Victor
RADIO'S GREATEST VALUE

See your RCA Victor dealer for complete contest rules

CLOSING TIME ON THE HERALD

All contributors of copy for your Charlevoix County Herald should endeavor to get same into this office as early in the week of publication as possible.

FRONT PAGE — All articles intended for the first page must be in the office by Wednesday noon to insure publication.

MAT SERVICE — Those having mats for casting MUST have them in the office Tuesday noon for the current week's issue.

LOCALS — Please phone your local items to No. 152 where Mrs. Sherman Conway — who covers these columns — will care for them. These should be in not later than 10:00 a. m. of Thursday.

Your Herald publisher is endeavoring to get each week's issue in the mails on Thursday afternoons. Your co-operation in getting news and advertising copy in our hands as early in the week as possible will be greatly appreciated.

Does Bladder Irregularity GET YOU UP?

Make this 25c test. If not pleased in four days go back and get your 25c. Flush the kidneys as you would the bowels. Help nature eliminate poisonous waste and excess acids which can cause the irritation that may result in getting up nights, scanty flow, frequent desire and burning. Get buchu leaves, juniper oil and 6 other drugs made into little green tablets. Just say Bukets to any druggist. Locally at Gidley & Mac Drug Store.

DR. F. P. RAMSEY

Physician and Surgeon

Office Hours:

10:00 - 12:00 A. M.

2:00 - 4:00 P. M.

Evenings and Sunday by Appointment.

Office — Over Hite's Drug Store

Phone — 198-F2

Dr. H. M. HARRINGTON

Physician and Surgeon

Office Hours:

2 to 5 P. M. — 7 to 8 P. M.

Office in Lumber Co. Building

Office Phone — 140-F2

Residence Phone — 140-F3

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EVERY WEDNESDAY AT

The Alba Custom Mills

ALBA, — — MICHIGAN

MILTON MEREDITH

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Agent for Ace Cleaners

Postoffice Block — East Jordan

R. G. WATSON

FUNERAL

DIRECTOR

Phone — 66

MONUMENTS

EAST JORDAN, MICH.

FRANK PHILLIPS

Tonsorial Artist

WHEN IN NEED OF ANYTHING

IN MY LINE, CALL IN

AND SEE ME.

FIRST CLASS

Shoe Repairing

City Shoe Shop

ALBERT TOUSCH

MILL ST. EAST JORDAN

F. G. Bellinger

JEWELER

Expert Repairing of Swiss and American Watches, Clocks and Jewelry.

EAST JORDAN, MICH.

4-H CLUB news

CONSERVATION CAMP AT PIGEON RIVER

The second annual 4-H Club Conservation Encampment held September 18 to 18 at Pigeon River Forest Headquarters was a tremendous success. The boys attending from Charlevoix county were: John Clarke, Boyne City and Basil Holland, East Jordan.

Eighty-six boys, all members of clubs featuring some project in Conservation, have spent a happy week in intensive study and wholesome sports, alternately. A number of state leaders and local leaders were assisted by several district club agents, in supervising the various classes and activities of the boys.

The camp has been made possible largely through the cooperation of two men. These are Don Rochester, officer in charge of the educational division of the State Conservation Department, and A. G. Kettunen, State Club Leader. These men were ably assisted in conservation instruction by several highly capable specialists in Conservation.

In order that the boys might obtain the utmost in fun as well as education training, they were divided into four groups of equal size. The names of these groups were: Wolverines, Beavers, Bob-cats and Coyotes. In games as well as camp morale, these four groups cooperated and also competed. The effort to attain camp supremacy in each of the several lines of daily routine, resulted in much fun and kept the boys on their toes.

Director Baldwin of Michigan State College, extension division, outlined the aim of State Conservation by saying, "Conservation means the use, production and perpetuation of natural resources." Mr. Baldwin emphasized his message by assuring his audience that the Conservation of Human Life and happiness, physically and mentally must take a very high place in the whole program of conservation.

The high lights of the program that were enjoyed throughout the week were:

Bird Hike — F. M. Baumgartner, Ornithologist, Game Division.

Michigan Geology — Dr. R. A. Smith, State Geologist, Geology Div.

Ecology, Inter-relationship between plants, animals and their environment — Dr. G. W. Bradt, Game Division.

Michigan Deer Herds — I. H. Bartlett, Game Division.

Farm-Game Management — Dr. G. W. Bradt, Game Division.

Michigan Fish, culture, species and habitat — M. J. DeBoer, Fish Div.

Firearms, their use and care — D. M. Rochester, C. F. Welch.

Stream and Lake Insects, Fish Foods — Dr. J. W. Leonard, Institute for Fisheries Research.

First Aid — D. M. Rochester, C. F. Welch.

Manufacture of Artificial Lures, the care and use of fly rods, lines, etc. — By F. J. Waters, Administrative Board.

Forestry — G. S. McIntire, Assistant State Forester, Michigan State College.

History of Conservation and Forestry — P. S. Lovejoy, Department of Conservation.

Field Trips to the following places: Higgins Lake State Forest, Michigan Forest Fire Experiment Station, Field Demonstration of Heavy Equipment, Grayling Fish Hatchery, Conservation Regional and District Headquarters.

Motion Pictures were enjoyed throughout the Camp.

O. F. Walker, District Club Agent.

Holiday Turkeys

Get Feast First

It won't be long until Michigan's crop of turkeys are stuffed with dressing yet in the meantime the best dressed gobblers are the ones who are going to have daily feasts of all they can eat of mash and grain.

Estimates of the crop are being made by Verne Church, federal state crop statistician, but early guesses place the number of turkeys in Michigan at a lower total than a year ago.

Growers wondering about possible prices and profits are advised by O. E. Shear, extension specialist in poultry at Michigan State College, to be more concerned right now with feeding the birds to a good finish. Give them all they will eat, Shear suggests, because the quality birds are the ones that command the better prices and are more easily sold on any kind of a market.

"It's also wise to look into a good market," suggests Shear.

In Michigan fewer turkeys are produced than are consumed, especially during holiday times. The solution is to try to find a special market. Turkey producers who do not have too large flocks often can market to better advantage if they dress their birds and sell direct to retailers or to consumers.

Back in 1930 the census indicated Michigan produced 230,000 birds. In more recent years the turkey production has been expanding. Last year estimates placed the state total at near half a million turkeys, but still considerably below the Thanksgiving, Christmas, New Year and other season consumption within the state.

CAP AND BELLS



SO HE WAS

A collection manager for a Boston business house was criticizing a certain European country's credit. "That country's credit," he said, "reminds me of an anecdote." "A young man in a restaurant ordered an expensive dinner with champagne, and the girl who was with him remarked: "Gee, you're flush." "Yes," he said, "I borrowed a hundred last night from Jagers." "From Jagers! But I thought Jagers was so tight." "He was." —Philadelphia Bulletin.

Knowing Him Like a Book

"He has a title?" remarked Miss Cayenne inquiringly. "Yes," replied the young woman. "Have you learned all about his personal history?" "I don't think I have." "Well, I should advise you to do so. In my reading I have found that a very charming title may go with a highly unsatisfactory story."

Incapable

Mrs. Buggins—How long has your husband been working at the brewery, Mrs. Huggins? Mrs. Huggins—He'll have been there five months tomorrow. Mrs. Buggins—And how does he like his job? Mrs. Huggins—Very well, I think. He's not been able to tell me yet.

Picked Up

Panda — That's a good-looking overcoat, old bean. Where did you get it? Monium — Oh, I picked it up at Blank's. Panda — Blank's? I didn't know there was a restaurant in town by that name.

FIRE! FIRE!



"I understand the speaker delivers his talk with burning eloquence." "Well, the one I heard yesterday was incendiary."

Really

"Yes, lady," said the sailor, relating his experiences, "I was once shipwrecked in the Atlantic and I lived for a week on a tin of sardines." "Dear me," cried the old lady, "weren't you afraid of falling off?"

And Smarter, Too

The teacher had been giving a lesson on modern inventions to his class. "Can any of you boys," he said, "tell me of anything of importance which did not exist fifty years ago?" "Me!" exclaimed one of them.

Wishful Waiting

Husband—Why does a woman say she has been shopping when she hasn't bought a thing? Wife—Why does a man say he's been fishing when he hasn't caught anything?—Pathfinder Magazine.

New Experience

"Where are you going for the summer this year?" "I'm looking forward to a new and interesting experience," said Miss Cayenne. "The family is going to remain at home."

MUST BE TRUE



"I suppose Jane's going to wear men's clothes now." "What makes you think that?" "I hear she's accepted Paul's suit."

Her Harbor

Traffic Cop (to woman motorist in difficulties)—Hey, don't you know this is a safety zone? Motorist—Of course! That's why I drove in here.—Our Paper.

Busy

"My husband seldom gets a day off." "Why is that?" "He works in the weather bureau. People must have weather."

Referred to the Committee

Bella—Your Mr. Robinson is good looking, but I don't care for his ways. Phyllis—Never mind his ways, my dear—think of his means.



LONG DISTANCE MAKES THE HEART GROW FONDER!

On many happy occasions . . . birthday, wedding, anniversary, holiday . . . a message from you by Long Distance telephone is the perfect token of remembrance. It is convenient and not expensive. Above all, it is personal. For any other remembrance you send could be sent by some one else. But only you can lend your voice.

MICHIGAN BELL TELEPHONE COMPANY

Mr. Business Man:

PLEASE BE FAIR WITH YOURSELF AND ANSWER THESE QUESTIONS . . . HONESTLY.

1. How many men of East Jordan and vicinity come home at night from their Office, Factory or Store and say to their wives, "Where are the Advertising Circulars that arrived today?"
2. How many Local Housewives watch for peddlers of circulars or the mailman so that they may read "Blanket Coverage" Circulars as soon as they are left at their door?
3. How many calls does the local Postoffice or local store receive when circular peddler or mailman inadvertently misses a house here and there in the delivery of unaddressed, unexpected, unpaid for and uninvited pieces of Circular Advertising?

HERE'S OUR POINT . . .

The Charlevoix County Herald (Your Community Newspaper) is addressed to the residents of your community . . . is asked for . . . is waited for . . . and is called up about (when not delivered) because it is expected . . . is paid for . . . and is desired by its many readers. The advertising placed with this newspaper is received by approximately 90% of the better homes in this trading area.

Consistent Newspaper Advertising, backed up by alert, value-giving merchandising . . . will bring results in direct proportion to the amount of money and effort you spend in advertising the goods and service you have to offer.

ADVERTISE CONSISTENTLY IN YOUR COMMUNITY NEWSPAPER

Charlevoix County Herald

PHONE 32

EAST JORDAN, MICH.