

Charlevoix County Herald.

VOLUME 43

EAST JORDAN, MICHIGAN, FRIDAY, SEPTEMBER 22, 1939.

NUMBER 38

A Useful Life Comes To An End

F. P. RAMSEY, M. D., IN PRACTICE HERE OVER THIRTY YEARS

Following two years of painful illness, Dr. Frank Paine Ramsey passed quietly away early Tuesday morning.

He was born December 6th, 1873, in Delta, Ohio, his father, Dr. William E. Ramsey, being a physician and banker in that city.

Following his graduation from High School, May 31st, 1893, he spent the summer travelling through the British Isles and visiting relatives in Ireland. One of the high spots of his trip was dining with the American Ambassador in London.

The next two years were spent at the Northern Indiana Normal School at Valparaiso, Indiana, where he graduated from the Pharmacy Department in June, 1895.

He enrolled in the Medical School of the University of Michigan and studied there two years, then transferred to the College of Physicians and Surgeons of the University of Illinois from which he was graduated in April, 1899.

He began the practice of medicine in Rapid City, removing from there to Central Lake in 1902.

February 22nd, 1908 he came to East Jordan, where he has practiced for 31 years.

He was married to Miss Lillian Welke, March 11th, 1901. Besides the widow he is survived by a niece, Miss June Ramsey, Superintendent of Nurses, Harper Hospital, Detroit and a member of the State Nurses' Examining Board, and a nephew, Paul Ramsey, pharmacist, of South Bend, Indiana.

Dr. Ramsey was more than a physician; his keen knowledge of psychology and homely philosophy often were more potent factors than medicine, and his intense love for little children won from his small patients a love and obedience to his wishes.

One child, with a mild case of scarletina who was being difficult to keep in quarantine, became a willing prisoner when Dr. Ramsey promised if he would remain in the house until Dr. told him he could go out, he would give him a watch that ran. For good measure he also received a chain to go with it.

Few people were aware that Dr. Ramsey was a talented musician, playing the pipe organ, piano, and flute.

His circle of friendship knew no boundaries of race, creed, or condition. His was a spirit of rare unselfishness, coupled with a bubbling sense of humor and a pungent wit that endeared him to all who knew him.

Funeral services will be held at the home Thursday afternoon at two o'clock under Masonic auspices, Rev. C. W. Sidebottom officiating, with burial in Sunset Hill.

WITH THE ANTRIM COUNTY AGR'L AGENT W. Kirkpatrick, Extension Agent

SIXTEEN ANTRIM BOYS ATTEND 4-H CONSERVATION CAMP

Sixteen Antrim County boys returned Saturday from a week's stay at the 4-H Conservation Camp held September 11-16, at the Boys and Girls Club Camp, located at the Upper Peninsula Experiment Station at Chatham.

During the week at the Camp, the boys were given extensive training in regards to various phases of Conservation work, including field trips to the Cusina Game Refuge, Marquette Fish Hatchery, Lake States Hardwood Forest Experiment Station, Soil Conservation, and Game Management with side trips to the Pictured Rocks and a Paper Mill at Munising.

Because of Antrim's extensive 4-H Conservation program, Antrim was able to send over three times as many delegates as any other county in the State.

Delegates representing Antrim County at this Camp were: Lester Drenth, Arthur Drenth, and Howard Denny of Ellsworth; Junior Huntley, Kenneth Bowers of Central Lake; Robert Alspaugh, Howard Tanner and Edgar Wright of Bellaire; Donald Moore of Green River; Jason Shinn and Ivan Frederick of Mancelona; Edwin Phillips, Frank Shepard and Johnny Davis of Alba; and Robin Alexander and Percy Crothers of Alden.

COOKING AROUND AMERICA "The Middle West" — another in the Series of Seven Unusual Color Pages — Illustrated by James Montgomery Flagg. One of the Many Interesting Features in The American Weekly, the Magazine Distributed with the Sunday Chicago Herald-American.

Antrim Circuit Court Disposes of Several Youthful Offenders

A special session of circuit court was held at Bellaire on Tuesday afternoon, with Judge Parm C. Gilbert on the bench, and prison terms were meted out to three young men.

Robert Smith and Ed Smejkal were sentenced to Southern Michigan prison at Jackson to serve 14 months to 5 years. These young men pleaded guilty to theft of a tire and wheel at Mancelona recently. Fred Hahn, also involved in the case, entered a plea of simple larceny and was placed on probation. All three youths were from the CCC camp near Kalkaska.

Joe Tischer of West Virginia, who broke jail three weeks ago, and being tried on a larceny count, was given a sentence of 14 months to 15 years at Jackson.

Roland Decker of Charlevoix county and Ira Higby of Jordan township, involved with Tischer in the jail break, also had their cases disposed of. Higby was turned over to the Charlevoix county officials for parole violation and Decker will be sentenced October 2 providing he cannot pay a fine of \$100. He was ordered to give a bond of \$300 and to appear for sentence Monday, Oct. 2. At the present writing he has not been able to furnish the bond. — The Bellaire Record, Sept. 14.

Ram Truck Schedule Soon To Be Announced

From a recent announcement the State Ram Truck will soon be in this district. This means again that any sheep owner desiring to purchase a reasonably priced ram will have the opportunity of seeing a large number of high quality stock at different prices to fit the pocketbook.

In all probability the ram truck will not stop in Charlevoix County this year but will be either in Emmet or Antrim County so that arrangements can be made for taking care of all requests. Anyone having a purebred ram purchased from the ram truck in the past is given the opportunity of making a trade and will be allowed a decent price for the old ram. The probability is that the stop in this area will be on October 23 and will be close enough to this county so that our breeders can visit the truck. If you desire a purebred ram kindly get in touch with your County Agent in Boyne City at once.

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

The Week At The Temple

Saturday: Gene Autry and Smiley Burnette in "Colorado Sunset."

Sunday, Monday, Tuesday: Norma Shearer, Joan Crawford and Rosalind Russell in "The Women."

Wed. only: Family Nite: Ann Shirley and James Ellison in "Sorority House." Sports: Chapter 7 of "Daredevils of The Red Circle."

Thursday and Friday: James Cagney and George Raft in "Each Dawn I Die." Latest March of Time.

Birthday Surprise Party Given Bernadine Brown In Jordan Township

A group of neighbors and friends pleasantly surprised Bernadine Brown on Sunday afternoon, Sept. 17, at the home of her mother, Mrs. Cora Brown. The occasion was Bernadine's 15th birthday anniversary. Pot-luck dinner was enjoyed by—

Mr. and Mrs. Jay Walling and son Todd, Mr. and Mrs. Art Morris and sons Darwin and Delwin, Mrs. Jda Calkins, Mrs. Cora Brown, Prudy Calkins, Alice and Eleanor Hawley, Kenneth and Fern Morris, Betty and Douglas Hunt, LeRoy and Albert Touchtone, Bernadine and Robert Brown, Roberta and Stanley Sutton, Josephine and Francis Justice, Slickers Hanalof, Chloe Sizemore, June Seaman.

All departed after a very enjoyable afternoon wishing her many more happy birthday anniversaries.

BEST COVERAGE OF THE EUROPEAN WAR

The Detroit News is the only Detroit newspaper offering its readers coverage of European events by the four leading news services. The Associated Press, the United Press, the North American Newspaper Alliance and the joint Detroit News - Chicago News-Cable and Wireless Service are now employed to give Detroit News readers first and most complete dispatches from all fronts. Among the many outstanding foreign correspondents contributing to The News are men like John Gunther, Colonel Frederick Palmer, Pertinax, Webb Miller, Louis B. Loehner, Walter Duranty, Richard Mowrer, Taylor Henry and Negley Parsons. To be best informed on the European situation, read The Detroit News.

Crimson Wave Opens Schedule

MEETS ONAWAY IN OPENING GAME HERE SATURDAY

Coach Abe Cohn's 1939 edition of the Crimson Wave makes their bow to local football fans at the West Side Field this Saturday when they tackle the Onaway squad at 2:30 p. m.

The Redshirts lost quite heavily through graduation last spring, and Cohn has been working hard to develop a team which will be playing heads-up football all the way. Co-Captains Francis Antoine and Glen Gee head the squad composed of eight veterans plus several of last year's reserves who will be seeing action with the first eleven this fall. Other veterans back are Chris Bulow, Frank Crowell, Vale Gee, Dade Gee, Jack Isaman, Dick McKinnon, and Fay Sonnabend.

Just who will be in the lineup at the start of the Onaway game will probably not be known till game time. The game marks the first time East Jordan and Onaway have met since 1921, when they played a 6-6 tie at the Fair Grounds. That was the first year the team had been furnished uniforms for some time and the town was pretty proud of the boys. The suits were almost identical with the present outfits and the boys were cheered by Snelly and Al Nesman.

The Crimson faces an eight game schedule this fall, the highlight of which will be the annual Alumni Homecoming celebration and game with Gaylord October 14th.

Following is the complete schedule:

1939 FOOTBALL SCHEDULE	
*September 23	Onaway
*September 30	Frankfort
October 6	Mancelona
*Oct. 14 (Homecom'g)	Gaylord
October 21	Charlevoix
*October 28	Rogers City
November 4	Harbor Springs
November 11	Boyne City
1939-1940 BASKETBALL	
*December 6	Bellaire
	Boyne Falls
December 8	Mancelona
December 13	Gaylord
*Jan. 9, 1940	Harbor Springs
January 12	Boyne City
*January 19	Charlevoix
January 26	Harbor Springs
*January 30	Gaylord
February 2	Charlevoix
February 9	Pellston
*February 16	Mancelona
*February 23	Boyne City
	* Home Games

Season tickets which include both football and basketball are now on sale and can be secured from the students. Prices are: Adults \$1.00, High school students 75c, Grade students 50c.

County Road Commissioners Meet At Traverse City Sept. 28-29

Charlevoix county road commissioners will join those of 32 other counties for the annual convention of the Northern Michigan Road Commissioners' Association in Traverse City Thursday and Friday, September 28 and 29.

The convention will be held in the nine-story Park Place hotel. It will bring several nationally known authorities on road building and maintenance before the county commissioners of this section.

Principal speakers of the convention will be Michigan's popular highway commissioner, Murray D. VanWagoner, who is president of the American Road Builders Association. He will address the banquet Thursday night. A big entertainment program for the banquet is being prepared by the convention committee of the Traverse City Chamber of Commerce.

Apple Stamps For Sale At Eveline Orchards

Michigan's apple advertising program is fast getting under way. An extensive newspaper advertising program has been planned to include 84 newspapers in six different states.

Apple growers of this region may purchase the stamps at Eveline Orchards, East Jordan, who have been designated as distributors by the Michigan State Apple Commission.

Are You Following "The Phantom" In The Detroit Sunday Times?

"The Phantom" is the new, thrilling attraction in the Big 16-page Color Comic Weekly with The Detroit Sunday Times. Join "The Phantom" in his lone-wolf campaigns that baffle police and underworld alike. Be stirred by the adventures of the masked hero of countless battles against evil-doers, every week in The Detroit Sunday Times.

MARRIAGE

Kunkle — Gidley

(From Petoskey Evening News, Thursday, Sept. 14th).

Miss Evelyn Kunkle, daughter of Mr. and Mrs. Floyd Kunkle, of 602 Ingalls avenue, and Hugh Richard Gidley, of East Jordan, son of Mr. and Mrs. James Gidley, exchanged their marriage vows at a pretty ceremony performed at the Kunkle home on Tuesday evening at 8 o'clock.

The Rev. Maurice Grigsby, of Detroit, an uncle of the groom, officiated at the service which was read before a background of late summer flowers in the presence of about 50 relatives and friends. Paul Henry played the wedding march.

The bride, given in marriage by her father, wore a floor-length gown of white lace and carried an arm bouquet of white roses. Her bridesmaid, Miss Audrey Griffin, of Boyne City, wore a rose-shade gown and carried a bouquet of mixed flowers. Harold Gidley, of Petoskey, assisted his brother as best man.

A reception was held following the ceremony. A large wedding cake centered the table from which refreshments were served buffet fashion.

Following a two weeks' trip to the New York World's Fair, Mr. and Mrs. Gidley will make their home in East Jordan.

Among the out-of-town relatives were Rev. and Mrs. Grigsby and Mr. and Mrs. Louis Tompsett, all of Detroit, and Mr. and Mrs. William T. Grigsby, of Hastings, Mich.

They will be at home to their friends in the former Blount home, corner of Fourth and Williams Sts. Hugh, who recently passed the State Board of Pharmacy, will work with his father.

4-H CLUB NEWS

4-H CLUB MEMBERS ENJOY CONSERVATION CAMP AT CHATHAM ACROSS THE STRAITS

About 140 4-H club members from all parts of the state enjoyed a full week of activities at the Fourth Annual 4-H Conservation Camp which was held at Camp Shaw at Chatham, which is about 155 miles from St. Ignace, on Sept. 11-16. The members were divided into four groups. Throughout the week the four groups competed against one another for camp honors. Recreation, in the form of softball and touch football, was enjoyed every afternoon. An interesting program was held each evening with everyone entering the singing and stunts. The program usually ended with motion pictures.

The following members attended from Charlevoix County: Felix Romanick and Forrest Harmon, Boyne Falls; Dean Dingman, Clarion; Jack Himebaugh, Walloon Lake.

The program for the week was as follows: Monday was registration day with some recreation. In the evening was the welcome program.

Tuesday was spent in organizing the groups, after which two field trips were taken, one to the U. S. Forest Experiment Station at Dike and the other was a trip to the College Experiment Farm at Chatham. This trip covered Soil Conservation Work.

Wednesday everyone enjoyed the field trip to the Cusina Game Refuge where the group was divided. One group went through the corals where they saw the results of experimental feeding of deer and moose while the other group visited a winter deer yard. The afternoon was devoted to the study of birds after which the State Police gave a very interesting demonstration on shooting and the proper use of fire arms. In the evening first aid work was demonstrated.

Thursday was a very interesting day with a field trip to the famous Pictured Rocks and a trip through the large paper mill at Munising. Forest fire work was also studied at this time. In the evening a demonstration on the proper method of building and extinguishing camp fires was given by two club members from Cheboygan county. There was also wood chopping and log sawing contests.

On Friday everyone enjoyed the field trip to the Marquette Fish Hatchery and the Conservation District Headquarters after which the members visited the ore docks at Marquette and also Presque Isle where they ate their picnic lunch.

Saturday morning breakfast was served at five-thirty after which everyone left for home.

Orville F. Walker, District Club Agent.

Home Economics Extension Groups To Meet on Tuesday, Sept. 26th

The Home Economics Extension groups of Charlevoix County will begin their year's work on Tuesday, September 26, in the Boyne City Library when the leaders will meet with Miss Helen Noyes, Home Management Specialist from the Michigan State College. The discussions for the year will bring to the members the latest information about some of the household jobs which everyone has to do.

"Keeping the house clean is a family job" says Miss Noyes, but the mother is the overseer of it all and does a good share of the work herself. Everything that she can learn about new and easier methods will be of great value. The first discussion for the year in the extension groups will take up new materials and methods of cleaning, homemade cleaning materials, and efficient equipment for the job.

At two meetings they are going to discuss laundry problems and learn up to date information on such things as softening water, selecting new electrical equipment for washing and ironing, and taking the cod liver oil stain out of baby's new dress. The last discussion for the year is called "The home maker's twenty-four hours" and the members will take up the planning of time to get the most satisfactory living for themselves and their families.

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

NEW RULES OF THE ROAD

BY MICHIGAN STATE POLICE

Editor's Note: This is the fourth of a series of ten articles, prepared by the Michigan State Police, high-spotting Michigan's new traffic law which becomes effective Sept. 29. Important changes have been made in customary driving habits. Greater safety — and fewer traffic arrests — will result from a close study of these articles.

Lane Usage

In the past, driving rules have been designated for the conventional two-lane highway. It was not until the Michigan Traffic Control Zones proved successful that regulations were set up for driving on the wider highways. The state's new traffic law lists these regulations in detail. They are summarized in the brief but valuable rule: If there is room to the right, drive to right.

Vehicles on highways of three or more lanes shall drive entirely within the extreme right-hand lane except when overtaking and passing. It is unlawful to straddle lane lines.

The middle lane on three-lane highways and the second lane on four-lane highways shall be used for overtaking and passing only.

It is unlawful to drive into the far left lane of a three-lane highway or cross the center line on four-lane highways.

If these rules are observed, head-on crashes will be eliminated and side-swipes will be reduced.

Rules similar to these have been in force on US-10 south of Saginaw, US-23 between Saginaw and Bay City, US-24 in Monroe county and on US-12 in Berrien county. Michigan State Police records show that they have saved countless lives.

Simply stated, the rule provides that traffic keep well over to the right — and DON'T CROSS THE YELLOW LINE.

Next week: Overtaking and Passing.

Teachers Must File Oath of Allegiance

Superintendent E. E. Wade has received a supply of teacher's oath forms from the Superintendent of Public Instruction at Lansing according to Act 54 of the Public Acts of 1939, all persons holding a Michigan teacher's certificate are required to file an oath of allegiance, properly notarized, in the office of the Superintendent of Public Instruction between the dates of September 29 and December 27, 1939, in order to protect the validity of the certificate. The act applies to teachers in public and parochial schools and also to persons who hold certificates but are not now in the teaching profession. After the oath is filed, Dr. Eugene B. Elliott, Superintendent of Public Instruction, will send the certificate holder a card certifying the fact that the oath has been filed. Proper forms for filing the oath, which need be filed only once, may also be secured from County Commissioner Palmer and Superintendent of Public Instruction Elliott at Lansing.

Potato Blight Causing Damage

MANY FIELDS APPEAR AS IF FROSTED, PREVENTING MATURITY

Late blight within the last two weeks has been noticed in a good many fields of potatoes. Unquestionably, this disease is greatly reducing the size of the potato crop this year. Many fields observed are entirely defoliated and look as if a heavy frost had caused complete defoliation.

The late blight disease is caused by a downy mildew fungus and spreads by means of spores produced on the diseased plants, which are then splashed and blown to nearby healthy vines. Under cool moist conditions this scattering process is repeated rapidly until entire fields may be infected. Usually the disease is found only in small areas. Then within two or three days it may cover the entire field. At this particular time the tubers are badly in need of a week or two weeks of favorable growing weather and it can be readily seen what a great loss is incurred when the tubers are yet too small.

It is good advice to immediately spray your field with Bordeaux mixture, 3-12-100, or to dust with 20-80 monohydrated copper sulphate-lime dust which will hold the disease in check. In other words, if your field of potatoes has been sprayed properly throughout the growing year, you will have no trouble with late blight.

One more recommendation would be to kill the vines entirely where only a small area is affected. This can be done either with a mowing machine, scythe, or by spraying the vines with 75 lbs. of common salt and 15 lbs. of copper sulphate dissolved in 100 gallons of water. Even then it takes nearly a week before the vines are killed. These blighted fields produce blighted tubers, such fields should be dug during bright clear weather when the soil is not too wet. Allow the tubers to dry thoroughly before picking up. Then place tubers in a temporary storage for a week or more to allow the blight to become apparent. The blighted tubers should then be sorted out or the entire bin of potatoes may have surface breakdown.

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

Council Proceedings

Regular meeting, Common Council, City of East Jordan, held on the 18th day of Sept. 1939.

Present: Alderman Bussler, Sinclair, Maddock, Kenny and Mayor Healey.

Absent: Aldermen Malpass and Shaw.

Minutes of the last meeting were read and approved. The following bills were presented for payment: Mich. Public Ser. Co., lights \$36.65 Mich. Bell Tel. Co., service 20.09 Bender Wanick Co., R-H Relay 13.77 E. J. Lbr. Co., mdse. 150.58 E. J. Co-op Co., mdse. 46.76 E. J. Iron Works, mdse. 1.00 Parker Motor Frt., freight 2.25 LeRoy Sherman, labor 22.45 Harold Bader, gas and oil 25.26 Matt. Quinn, draying 15.00 Joe Martinek, gravel 5.80 Harry Simmons, salary 62.50 Henry Scholls, salary 10.00 John Whitcomb, labor 40.50 Geo. Wright, labor 21.60 Edd Thompson, labor 2.00 Joe LaValley, labor 14.00 Wm. Richardson, labor 3.00 Ray Russell, labor 13.80 Alex LaPeer, labor 10.80 Harry Saxton, labor 9.90 Leslie Gibbard, labor 12.00 Joe Montroy, labor 10.80 Win. Nichols, labor 14.40 John Burney, labor 17.00 Edd Kamradt, labor 5.70

Moved by Kenny, supported by Maddock, that the bills be paid, carried all ayes.

Moved by Maddock, supported by Kenny, that the flasher light at the corner of Main and Mill St. be discontinued. Carried; 4 ayes, 1 nay.

Moved by Kenny, supported by Sinclair, that the City sell Wade Healey the R. R. right of way adjoining his property on the lake shore for \$20.00. Carried, all ayes.

Moved by Sinclair, supported by Maddock, that the City buy an Hydraulic Anchor Kolstoked for the City Building (price \$225.00 installed). Carried all ayes.

Moved by Sinclair, supported by Maddock, that the Methodist Church and L. A. Hoyt be given permission to build a sidewalk along their property, they to pay 60 per cent and the City 40 per cent of the cost. Carried, all ayes.

Moved to adjourn.

WM. ALDRICH, City Clerk.

Anybody Can Use Want Ads Practically Everybody Does — Profitably.



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—If this means "the end of civilization," it might be better just to hand Herr Hitler the works now, accept a slave state, save a lot of lives, pick up the goose-step and hope for some future Spartacus to lead us into a return engagement. The phrase, "the contemporaneity of the past," is, I believe, Dr. Charles Beard's. Along with Dr. Beard's book, "The Rise of American Civilization," it has reminded this onlooker that no madman ever has wrecked—the world and that the creative and humane spirit has never failed. History did not sustain Lord Grey when, in 1914, he said, "The lights of the world have gone out, and I doubt if they ever will be lit in our lifetime."

In the spirit of these meditations, this department will, in the forthcoming dark days, keep a sharp eye out for lamp-lighters, men of creative intelligence, and their names will be carried on this mast-head whenever possible.

For a start, here's Eduard Benes, former president of Czecho-Slovakia, an old story in personality columns, but news today as a wise, calm spirit in a world of howling demagogues. The belch of the guns in Poland was answered almost to the minute by his book, "Democracy Today and Tomorrow." Here is what he says about "the end of civilization":

"We hear very often the slogan that war or revolution in Europe will mean the end of human civilization. That is a mistake. Modern civilization cannot be destroyed. One can destroy in one country, through war or revolution, some of the remarkable monuments of human culture and civilization, ancient and modern; but the present organization of the world does not allow anybody to destroy human civilization. Human civilization is, first of all, the moral conception of modern mankind, although including, of course, all economic values, all achievements of technological progress, all great cultural monuments, buildings, cities, universities, libraries, museums of art and science; many of them are of inestimable value, and could, of course, be destroyed in a great catastrophe. And that would be a loss which could never be replaced. But that does not mean the destruction of human civilization. The human spirit, in its great creative power, having saved in innumerable places the results of modern science, technology and progress—material and moral—will continue in any case its great creative work."

There is no bland optimism in Mr. Benes' book. He invokes no easy formulas and sees salvation only in the collective work and intelligence of men of good will—in desperate endeavors, perhaps, but sure to win in the end because they always have.

At another moment of tension, when the "end of civilization" seemed near, I remember talking to the great Dr. Masaryk, Mr. Benes' intellectual and political mentor. He curiously refused to discuss the particularized rights and aspirations of Czecho-Slovakia.

"We could state them only in terms of world morality and justice," he said. "If we are right in thus conceiving our undertakings, we may be assured that they will prevail. If our hopes are not so based, they should not prevail."

Without a hint of bitterness for powers recreant to their obligations to his country, or to its assailant, Mr. Benes puts his hope for freedom and democracy—and for Czecho-Slovakia—in this same wider context, and he is calmly assured of the high destiny of human personality because "This is the nature of man and of human society."

Mr. Benes is unique among statesmen in that he did not resort to any single trick of the demagogue. In fact, he expressed and displayed contempt for such artifice. Fragile in person, careless in dress, blunt in speech, he is conspicuously lacking in what is called personal magnetism. In the pre-war and war years, he was a conspirator against the Austrian captors of his country. He was arrested as a spy six times.

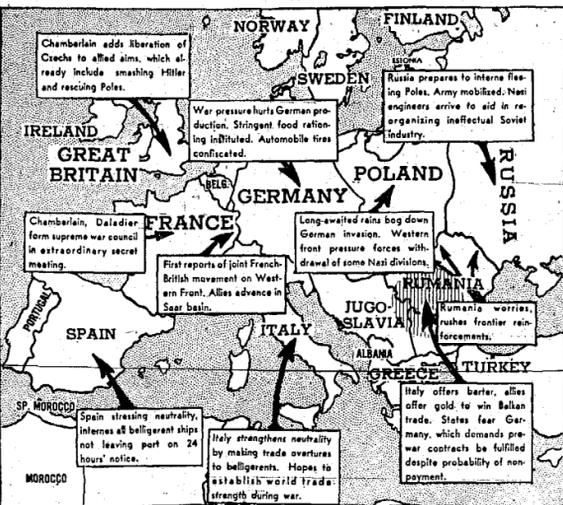
Peasant born, youngest of eight children, brilliantly educated in law and the humanities, stubborn and tireless in his championship of the humane spirit, Eduard Benes believes civilization will, in the end, be saved by a new leadership which will be both informed and enlightened.

(Consolidated Features—WNU Service.)

WEEKLY NEWS ANALYSIS BY JOSEPH W. LABINE

Conservative Trend Apparent In FDR's Crisis Appointments; 'Permanent' Congress Likely

(EDITOR'S NOTE—When opinions are expressed in these columns, they are those of the news analyst and not necessarily of this newspaper.) Released by Western Newspaper Union.



THE WEEK OF WAR IN MODERN EUROPE
The neutrals were also busy.

CONGRESS: Emergency?

Open for inspection this month is a choice collection of political anomalies. Whether Franklin Roosevelt made third term capital out of Europe's woes was only a guess, but the emergency of war caused strange things to happen.

"Junked," in Secretary Steve Early's words, was the "imaginary brain trust." Solidly whacked under presidential orders were Communists and Fascists. Brought into \$1-a-year emergency posts were more anti-New Dealers than Washington has seen since Herbert Hoover left town.

Big-business, the President's No. 1 foe, not only supported his "cash-and-carry" neutrality proposal, but one of its representatives, Industrialist Herbert Bayard Swope, said enthusiastically that "Mr. Roosevelt is going to keep us out of this war."



SENATOR NYE

"... better talk now..." American troops to settle Europe's quarrel. Such Republicans as Ohio's Sen. Robert Taft and Vermont's Sen. Warren Austin plumped for cash-and-carry, as did many a lesser insurgent Democrat who last summer hated all that Franklin Roosevelt represents.

If this looked like harmony, observers had another guess coming. They had not reckoned with North Dakota's Sen. Gerald P. ("Neutrality") Nye, with Idaho's lionish Sen. William E. Borah, or with Missouri's Democratic Sen. Bennett Champ Clark. As the call went out for special congressional session, voices like these were raised in protest and warning. Isolationism again reached the fore.

Far from stubborn, Senator Borah merely wanted assurance of adequate debate on neutrality. He had no desire to "kill time," but was sure cash-and-carry "will inevitably bring us into war."

More alarming was Senator Nye, author of the present neutrality law: "Americans had better talk now before the gags of a declared emergency are placed. I expect that from here on the administration will be contending that every voice raised in opposition... is at once a pro-Hitler voice. Be that as it may... there will be... a complete demonstration to the American people of what the President's wishes will lead America into."

What gags he had in mind, Mr. Nye did not say. But there was every indication cash-and-carry neutrality, without gags, had a chance of getting through congress. Under proposed amendments—any goods could be sold to a belligerent who bought it, paid for it and carted it away in his own ships. American ships would be prohibited from entering combat areas.

(Incorporated in New York was an agency through which French and British governments could buy war materials and other goods from their \$7,000,000,000 war chest set aside for that purpose. Planned last spring, the agency replaces J. P. Morgan & Company, who acted in this capacity during the last war.)

One other question facing the President was how to get rid of congress once it had changed neutrality. Quite a case for continuous wartime session could be built from a Gallup poll which showed most Americans feel safer with congress in session. Moreover, special interests began clamoring for

non-emergency legislation. California's Rep. Jerry Voorhis said congress must "correct the injustices of the last so-called relief act." New Jersey's Sen. Warren Barbour predicted passage of his anti-espionage bill. Everything considered, it looked like congress would sit for quite a spell.

INTERNATIONAL: The Neutrals

Biggest repercussion of war in the western hemisphere was the convening of 21 American republics at Panama City to safeguard neutrality, protect hemispherical peace and further economic co-operation. Biggest repercussions in the Far East were (1) shakeup of Japanese army leadership in China and Manchukuo to hasten an end to the Chinese war, and (2) German-inspired efforts for a non-aggression pact with Russia, thus checking the growing Japanese sentiment in Britain's favor. Though the government did not take these efforts seriously, there were expressed desires for a settlement of Russo-Jap border questions.

But the biggest neutral news came from Europe, pleasant and otherwise. Moscow's allegiance to Berlin was more marked than ever. German engineers arrived to aid Russian industry, thus indicating the Soviet will be Adolf Hitler's storehouse. While Paris radio reported all Soviet merchant ships en route to England had been ordered home, thus indicating a coming breach, the Soviet joined hostilities by shooting Polish craft which violated the frontier. Should enough such incidents occur, Russia might take revenge by joining Der Fuehrer in a new Polish partition. Completely mobilized, the Soviet was capable of almost anything.

Most intense activity came in the Mediterranean region. Andre



ANDRE FRANCOIS-PONCET
Things happened in Rome.

Francois-Poncet, French ambassador to Rome, allegedly notified his foreign office that Italian neutrality is certain, that Mussolini is angry over Germany's warlike settlement of the Danzig issue, and that all this may eventually work out to the allies' benefit.

Not only was Signor Mussolini making every effort to bolster his world trading position and thus wax rich, but he looked especially at the frightened Balkan states. There he saw puzzled tradesmen seeking any port-in-a-storm, striving to stay neutral while Germany pressed for delivery of goods contracted before the war. This much was certain: Italy had more interest in her own future than in Germany's, and might even consider Herr Hitler a goodly menace should he win control over the Balkans. But if Mussolini could control Balkan trade, if he could meanwhile develop a profitable war commerce with France and Britain, so much the better.

THE WAR: Behind Scenes

"What kind of a war is this? The nation is puzzled. It expected war to mean an immediate clash of arms... Instead, there is little news... Nineteen out of twenty persons ask therefore this question: Are we making as decisive an attack... as our strength allows?"

Day after printing this editorial, Lord Beaverbrook's Evening Standard had more news, not from the front but of carryings-on behind scenes. Secretly, Prime Minister Chamberlain and Lord Chatfield, (minister of defense co-ordination) flew the English channel and met Premier Edouard Daladier and French Gen. Maurice Gamelin somewhere near Paris to form a supreme allied defense council. Thus was avoided one of the mistakes those nations made in their last war against Germany.



BEAVERBROOK

Next day Mr. Chamberlain, safely back home, told parliament he left the French meeting "fortified and encouraged." Not only would the allies trounce Germany, but they would rescue Poland and liberate the Czechs.

Significantly silent following Field Marshal Hermann Goering's blast at Britain a few days earlier, Germany was apparently busy pursuing war on two fronts. Food rationing was extended, all auto tires were confiscated and a contraband-of-war list was decreed as a "defense measure" against British blockade. In Paris, smart Premier Daladier formed a 21-man war cabinet which included all parties except Socialist, whose Leon Blum refused to participate.

Western War

England learned for the first time that her troops and planes were fighting in France. With activities still centered in the Saar basin, violent fighting brought conflicting reports. Berlin claimed French advances to Saarbruecken were driven back. French admitted Germany had seized French territory in its



SMIGLY-RYDZ AND WIFE
The bald pate got wet.

counter offensive, but said the ground was recaptured and poilus were primed for an attack on the famed German West wall.

Eastern War

After waiting two weeks, Poland's Marshal-Edward Smigly-Rydz finally got his bald pate wet. The famous autumn rains started and German advance was slackened while the efficient Polish artillery went into action. Warsaw was variously reported falling and standing. Probably it still stood, but it was evident the Poles were taking losses elsewhere on the frontier to keep their major city intact. On the propaganda front, Poles (and even U. S. Ambassador Anthony Drexel Biddle) reported Germans were bombing everything in sight.

AGRICULTURE: Corn Woes

From 1928 to 1937 the 10-year corn production average was 2,310,000,000 bushels. Last year it was 2,542,000,000 bushels. With 255,000,000 bushels already sealed on farms under government loans, the department of agriculture last month estimated this year's production at 2,450,000,000 bushels. But this month Secretary Henry A. Wallace had to confess: Later figures boosted the estimate to 2,523,000,000 bushels, smaller than last year, to be sure, but presenting a greater problem thanks to the big carry-over. With a carryover of some 450,000,000 bushels, the U. S. will have 3,000,000,000 bushels of corn on hand for the coming season.

Under AAA regulations, Mr. Wallace had to decide whether the indicated supply is more than 10 per cent above normal domestic needs plus export requirements. If so, he had to propose marketing quotas for next year and submit them to corn belt farmers for approval or rejection. If approved by two-thirds, quotas would require farmers exceeding their allotments to store excess grain or pay a penalty tax of 15 cents a bushel.

Biggest factor working against quotas was last spring's abnormally large pig crop, which Mr. Wallace said would justify raising the quota level.

Bruckart's Washington Digest

Crooks Take Advantage of War To Bleed Consumers of Nation

Without Justification Prices Are Boosted and People Scared Into Hoarding; Public Sentiment Is Only Force That Can Correct the Racketeering.

By WILLIAM BRUCKART
WNU Service, National Press Bldg., Washington, D. C.

WASHINGTON.—My faith in the soundness of the profit system as the basis for people to make a living always has caused me to lean somewhat to the defense of business practices when there had to be a choice between theories. Every fair minded person knows that business—agriculture, manufacturing, banking, transportation or any other—has had a terrific onslaught of cock-eyed arguments to meet in the last few years. To me, it is a distinct tribute to the profit system that we have seen as many businesses survive the last five or six years as there are still operating.

But, calling upon the record of these columns, I have contended without exception that there are crooks in business, and that the present administration ought to direct some of its venom at the crooks, rather than at business as a whole. And, so, this week, I want to write about this situation that has come to the surface as a result of the burst of flame that has engulfed Europe; they have shown again the true colors of their makeup and they have taken advantage of a situation in world affairs, without any justification, to bleed the consumers of the United States.

Almost with the crash of the first gun on the Eastern front, a small minority of business interests rubbed the palms of their hands together and began to count additional dollars they could gain in profits by boosting prices. And to cover up their perfidy, their treachery and their characteristics of a water-snake, they have spread a counterpane of lies that will react against all business, including the growers of raw materials such as the crops of the fields. It is so easy to blame things on the war; it is being done by government officials as well as the brigands of business, but the latter class is collecting an unseen (but deeply felt) tax from all of us who buy food to eat or clothes to wear.

Hoarding and High Prices Due to Greed, Crookedness

I have interviewed a lot of people in the field of business in the last few days in an effort to ascertain where the cheating is going on. Moreover, I have investigated a number of business practices with the thought that these would provide a clue to some of the price increases, and reasons for them, with the results mentioned in the paragraph above. There must be added, however, one additional conviction: hundreds of thousands of consumers have become frightened and have started hoarding—buying excess supplies because of fright. I still can not believe, however, that these hoarding tactics are completely responsible for the kiting of prices that has taken place. Ruthlessness and greed, faithlessness and the ordinary, garden variety of crookedness among certain elements of business must accept responsibility; for, from these things together with the campaign of misrepresentation which those elements have engineered come the fright of the average consumer. Hence, hoarding.

In my study of the price situation on the regular purchases of a household, I have sampled quotations and advertising in Washington and Baltimore. Washington is somewhat different than any other city in the United States, but Baltimore is a large industrial area, fairly reflecting normal reactions of buyers. I have observed the prices of chain stores and traced them back to wholesalers and jobbers, and to the manufacturers in some instances. Guilt attaches to a small percentage in the retail lines, the average store. There were instances found where the prices were boosted on commodities that had been on the shelves three months, articles that could not have been affected in any way by any possible change in manufacturing costs, added expenses due to higher labor payments or increases in transportation and distribution. And, incidentally, there is almost no record of any increases in those items of manufacturing and distributing costs. The department of commerce figures do not reflect them, nor do the reports in the hands of the department of labor show them. But the beady-eyed rats behind the counters of a small percentage of retail stores will blantly tell you these things have happened.

Some Wholesalers Are as Guilty as Sneak Thieves

There are certain of the wholesalers who are as guilty as sneak thieves in the night, but, like the retailers, not all of them are resorting to price increases for plain profit. From my own inquiries and from all of the information that has been made available to me, I am inclined to believe there are more wholesalers—a larger percentage of them—who have taken advantage of the perils of the times than can be

shown—among the retailers. Instances of actual sales and cancellations of contracts and refusal of deliveries and delays in handling shipments were related, where added profit accrued to the wholesaler or jobber, that almost seemed too fiendish to believe. And worse, those fellows were constantly offering new suggestions that had no basis in fact in justification of their acts. We heard every one of the alibis offered during the days of 1917.

And the manufacturers. A flock of those fellows, again, not a large percentage, were found to be hiking their prices on goods already manufactured and ready for delivery. Now, I ask how on earth the prices on a finished product can be influenced by conditions that did not arise until after the work was done. The only answer I obtained to the question anywhere was that replacements would cost more, and there must be an inventory of sufficient size maintained to meet the demand. In other words, that limited group was taking the profit while the taking was good.

One can not examine the situation, as now presented without considering the stock market—the buying and selling of securities. It is not news to hear that quotations have boomed on every share of stock of a corporation that may sell an added cargo overseas. I believe it is fair to state, however, that this condition is one of pure gambling, and this speculation has added to the fright of consumers whose household budgets are limited.

People Are Frightened And Commence Hoarding

In discussing the situation around Washington, I found another influence, or what might be called another basis for excitement. It is quite unjustified, of course, but people nevertheless were swayed by it.

President Roosevelt has been talking about the dangers that exist, and how we must avoid them in order to stay out of the European cataclysm. Heads of government agencies everywhere have been echoing the sentiment. There can be no argument; this nation must stay out and must help to keep all of the nations of North and South America out of the stream of molten lava that is spreading through the belligerent nations. It may be a necessary evil then, an unavoidable phase of world affairs, that people are frightened and seek to hoard. The tragedy of it is that the unprincipled element I have referred to is in a position to capitalize upon such a circumstance.

But to get down to cases, let me repeat that there has been no increase worth noting in wages, in the costs of raw materials. There has been no increase whatever in transportation costs. There has been no increase in overhead expenses of grower or producer or manufacturer or wholesaler or jobber or retailer. All of these may come, and probably will come some time, but they have not arrived and when anyone attempts to justify proffering prices, that individual should be asked to show how and where those increases have had their origin. My guess is that, for the time being at least, most of these price increases are due largely to racketeering.

Public Sentiment Is Only Force to Work Effectively

And what will be the result of all of these things? I said early they would react on all business, good business as well as the rats. The government can not do anything about it. Public sentiment is the only force that can operate effectively, and public sentiment ought to exert its pressure.

There will be a lot of talk about government control and there will be half-baked, and even quarter-baked schemes offered in abundance—all with a serious desire to break the grip of the small element that has started this wave of fright, higher prices and more fright. Of course, it is unlikely that there will be any legislation result, because as far as I can find out there is no sound and workable method by which government can reach the scoundrels responsible. Yet, there will be efforts made and there will be investigations, and the demagogues without any more idea of what to do than your runt pig will shout and harrangue and create new doubts as to any and every kind of business practice. And having as many crackpots in places of responsibility as we now have in the federal government, you can be sure that those boys will give birth to ideas in quintuple quantities.

So, when one sums up all of the data, it is made to appear that all honest and fair-minded business men had better get together and use their own type of blackjacks on the elements within their ranks that constitute a cancer on trade.

Poland Again Battles for National Existence



Boundaries of Poland in 1560, after the marriage of Queen Jadwiga of Poland and King Jagello of Lithuania. Lands of the two nations were combined.



Poland began to disintegrate with the rise of power of the Teutonic knights in East Prussia. Russia began taking land when the Teutons caused internal strife.



Poland's first partition took place in 1772, when Russia, Prussia and Austria each took lands; Russia to the northwest, Prussia to the east, Austria, south.



Russia and Prussia alone shared in the second partition of Poland, which left that country with very little original territory.



The third partition, occurring in 1795, caused Poland to disappear altogether. Russia, Prussia and Austria shared the spoils.



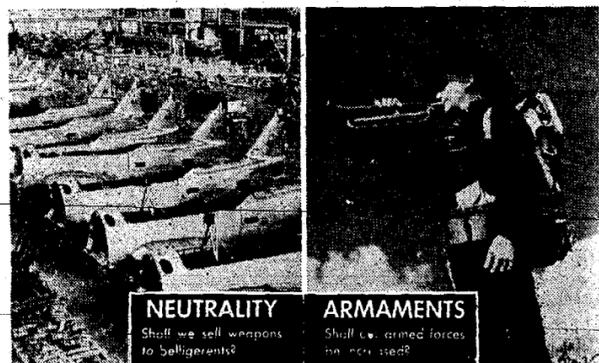
Poland declared its right to autonomy in 1918. Shaded area shows old German boundary restored by Hitler's decree.

As Britain Guards Her Children Against Gas Attacks



A typical scene in England, where every precaution is taken to safeguard defenseless civilians against the scourge of possible enemy gas attacks. Here are English children, carrying gas masks even as they use the old swimming hole. Practically every child of school age has been evacuated from populous areas.

Congress Faced With War Issues

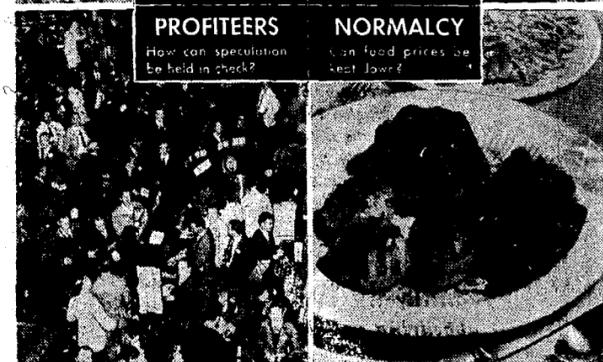


NEUTRALITY
Should we sell weapons to belligerents?

ARMAMENTS
Should we armed forces be increased?

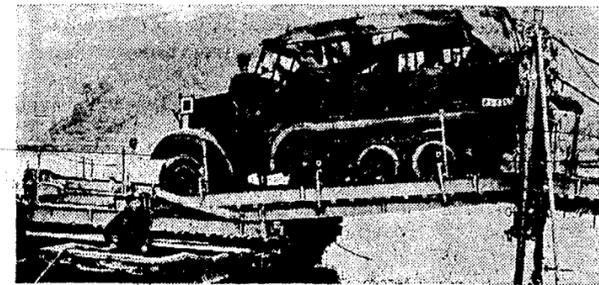
PROFITEERS
How can speculation be held in check?

NORMALCY
Can food prices be kept down?



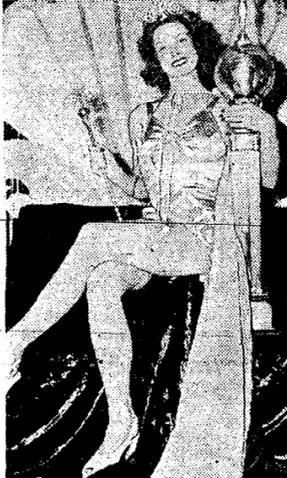
Legislation dealing with neutrality and its allied subjects will face the present special session of congress called by proclamation of President Roosevelt. Despite the chief executive's previously expressed wish that senate and house act quickly on his request for repeal of the arms embargo and then go home, attempts are being made to broaden discussion of non-emergency legislation.

Nazi War Machine Fords Pontoon Bridge



A German multiple-wheeled military car, also provided with tractors, crosses a pontoon bridge erected by army engineers. This phase of German military preparedness is vitally important to Nazi forces in Poland, where retreating Poles destroyed bridges.

Miss America—1939



Miss America for 1939 is Patricia Mary Donnelly of Detroit, 19-year-old Miss Michigan. Patricia was given the crown after winning over four other finalists at Atlantic City, N. J. The other four were from California, Oklahoma, Virginia and Washington.

Perennial Refugee



A perennial refugee is Judith Ann Acker, three-year-old daughter of a U. S. naval officer. Born in China, she was a refugee of the Sino-Japanese war. She arrived on a U. S. liner recently, with her parents, a refugee of the European war.



MAYBE FATHER WILL LIKE THESE?
(Recipes Below.)



Foods Men Like to Eat

What are the foods that Father likes best—the fine, old-fashioned dishes—tasty, full of flavor, and perfectly cooked? He likes a meal to be composed of only a few foods; he wants to know what he is eating, and he does not want foods swathed in a blanket of whipped cream. In a word, fancy cooking is apt to be wasted on Father but he'll appreciate good cooking to the limit.

Left to his own devices, many a man would choose a diet of meat, potatoes, and pie. They're not particularly fond of vegetables—these men of ours—and when it comes to salads, it's a sheer waste of energy to serve them anything fancy. So a little judicious planning is necessary on our part in order to give Father his favorite foods and provide a wholesome, well-balanced meal in the bargain.

Each of these recipes, tested in my own kitchen, I've found to be prime favorites with men. Well prepared and attractively served, they'll go a long way toward establishing your reputation as a good cook.

Vegetable Soup.

- (Serves 6)
- 2 pounds soup bone
 - 2 tablespoons fat
 - 2 quarts cold water
 - 1 tablespoon salt
 - ¼ teaspoon pepper
 - 2 tablespoons barley
 - 1 cup canned tomatoes
 - 1 onion
 - ½ cup carrots (cut in cubes)
 - ½ cup celery (cut in small pieces)
 - ½ cup potatoes (cut in cubes)
 - ½ cup peas

Remove a portion of meat from cracked soup bone and cut into pieces. Brown in hot fat. Place browned meat, soup bone, seasonings, and barley in kettle and add cold water. Cover and cook until boiling point is reached. Then simmer about 2½ hours or until meat is tender. Cool and skim off excess fat. Add vegetables and continue cooking until vegetables are tender.

Devil's Food Cake.

- (Makes one two-layer cake)
- 1½ cups granulated sugar
 - 2 ounces chocolate
 - 1½ cups milk
 - 1 teaspoon vanilla extract
 - ½ cup butter
 - 2 eggs
 - 2 cups cake flour
 - ½ teaspoon salt
 - 3 teaspoons baking powder

Place ½ cup sugar, chocolate and 1 cup milk in saucepan and cook, stirring constantly, until thick. Add vanilla extract and cool. Cream butter and add remaining sugar. Separate eggs, beat egg yolks and add slowly. Then add the cooled chocolate mixture. Mix and sift all dry ingredients and add alternately with the remaining milk. Bake in 2 well-greased layer-cake pans in a moderate oven (375 degrees) for approximately 25-30 minutes. Ice with boiled icing.

Apple Pie.

- (Makes 1 pie)
- Cheese pastry
 - 6 cooking apples
 - Flour
 - ½ teaspoon salt
 - ¾ cup granulated sugar
 - Cinnamon
 - Nutmeg
 - 1 teaspoon lemon juice

Line a pie tin with pie crust. Peel the apples and cut in slices. Sprinkle the bottom of the pastry with flour, salt and granulated sugar. Pile in the apples, filling very full. Dot with butter and sprinkle with cinnamon, nutmeg, sugar and lemon juice. Cover with the top crust, crimp the edges together and score

the top to allow the steam to escape. Bake in a hot oven (425 degrees) for about 40 minutes.

Pigs-in-Taters.

- (Serves 6)
- 6 large baking potatoes
 - 6 tablespoons margarine
 - 4 to 5 teaspoons milk
 - 1½ teaspoons salt
 - Paprika
 - ½ pound small sausages (cooked)
- Wash and dry potatoes. Place on rack in hot oven (500 degrees), and bake for about 45 minutes, or until the potatoes are done. Cut a slice from one side of each and scoop out the inside. Mash thoroughly, add margarine, salt and paprika. Refill the potato shells. Make a depression in the center of each, and arrange in it 2 or 3 sausages. Bake in a moderate oven (350 degrees) for about 10 minutes, or until brown.

Harvest-Moon Doughnuts.

- (Makes 24 doughnuts)
- ¼ cup butter
 - 1 cup sugar
 - 2 eggs
 - 4 cups flour
 - 4 teaspoons baking powder
 - 1 teaspoon salt
 - 1 teaspoon nutmeg
 - ½ teaspoon cinnamon
 - 1 cup milk
 - 1 teaspoon vanilla
 - Fat for deep fat frying
 - Cream butter and sugar. Beat in eggs. Sift together dry ingredients and add alternately with milk. Add vanilla. Roll dough ¼ inch thick and cut with doughnut cutter. Fry in deep fat at 375 degrees until doughnuts are golden brown on both sides. Drain on absorbent paper. Sugar lightly, if desired.

Hot Water Cheese Pastry.

- (Makes 1 2-crust pie)
- ¾ cup shortening
 - 6 tablespoons boiling water
 - 2 cups general purpose flour
 - 1 teaspoon salt
 - ½ teaspoon baking powder
 - 1 cup American cheese (grated)
- Place shortening in warm bowl, pour boiling water over it, and cream thoroughly with a fork. Place flour, salt and baking powder in flour sieve and sift gradually into the creamed mixture. Add cheese. Mix thoroughly. Make up into doughball, then chill in refrigerator. When ready to bake remove from refrigerator, divide dough and roll out. Line pastry tin with one portion of the pastry and proceed with desired pie recipe.

Need Help Feeding Father?

If you would plan and serve meals to please the man of the house, send for a copy of Eleanor Howe's book, "Feeding Father"; in it she tells what men like to eat and gives you recipes for father's favorite foods—luscious apple pie, pot roast, oyster stew, and a man's rich chocolate cake, and 125 other delicious dishes. Send 10 cents in coin to "Feeding Father," care of Eleanor Howe, 919 North Michigan Avenue, Chicago, Illinois, and get your copy of this clever book now.

Next week Eleanor Howe will give you in this column some of her own favorite recipes collected from good cooks the country over, tested in her own kitchen, and used successfully over a long period of years. Be sure to watch for "My Favorite Recipes" by Eleanor Howe.

(Released by Western Newspaper Union.)

WORTH KNOWING

Split hard rolls. Butter and then stuff them with chicken or fish salad. Chopped ham may be added to waffle batter and served with pineapple-orange sauce. Try combining two or more kinds of soup. The resulting mixture may be served in the regular way or used as a sauce for other dishes.

Simple Scrap Quilt Is Colorful and Gay



Pattern 2216

Out of your scrap bag, like magic, come all these colorful dog patches so simple to cut and apply! Make a gay quilt, pillow or scarf or all three to add charm to your room. Pattern 2216 contains accurate pattern pieces; diagram of block; instructions for cutting, sewing and finishing; yardage chart; diagram of quilt. Send 15 cents in coins for this pattern to The Sewing Circle, Needlecraft Dept., 82 Eighth Ave., New York. Please write your name, address and pattern number plainly.

Voltaire Born Arouet

The great French poet, dramatist and philosopher known to the world as Voltaire, was Francois Marie Arouet, born in 1694, the son of Francois and Marie Marguerite Daumart Arouet. At the age of 24 he was imprisoned in the Bastille for writing verses that displeased the regent of France. During this imprisonment he changed his name to Arouet de Voltaire. But as time passed the "Arouet" was dropped and he became known simply as Voltaire.

INDIGESTION

Sensational Relief from Indigestion and One Dose Proves It. If the first dose of this pleasant-tasting little black tablet doesn't bring you the fastest and most complete relief you have experienced send bottle back to us and get **DOAN'S** MONEY BACK. This Bell's tablet helps the stomach digest food, makes the excess stomach acids harmless and lessens the risk of indigestion, loss of sleep, heartburn, sick headache and upset so often caused by excess stomach acids. Making you feel sour and sick all over—JUST ONE DOSE of Bell's proves speedy relief. See everywhere.

Whereabouts of Happiness Happiness is where we find it, but very seldom where we seek it. —J. Petit-Senn.

How Women in Their 40's Can Attract Men

Here's good advice for a woman during her change (usually from 38 to 52), who fears she'll lose her appeal to men, who worries about hot flashes, loss of hair, dizzy spells, upset nerves and moody spells. Get more fresh air, 8 hrs. sleep and if you need a good general system tonic take Lydia E. Pinkham's Vegetable Compound, made especially for women. It helps Nature build up physical resistance, thus helps give more vivacity to enjoy life and ease, calms jittery nerves and disturbing symptoms that often accompany change of life. **WELL WORTH TRYING!**

Evil Treachery Treachery, though at first very cautious, in the end betrays itself. —Livy.

666 relieves misery of Colds fast!
LIQUID TABLETS
SALVE-NOSE DROPS

Learn to Unlearn Child of Nature, learn to unlearn. —Disraeli.

Sentinels of Health

Don't Neglect Them! Nature designed the kidneys to do a marvelous job. Their task is to keep the flowing blood stream free of an excess of toxic impurities. The act of living—life itself—is constantly producing waste matter the kidneys must remove from the blood if good health is to endure. When the kidneys fail to function as Nature intended, there is retention of waste that may cause body-wide distress. One may suffer nagging backache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—feel tired, nervous, all worn out. Frequent, scanty or burning passages may be further evidence of kidney or bladder disturbance. The recognized and proper treatment is a diuretic medicine to help the kidneys get rid of excess poisonous body waste. Use **Doan's Pills**. They have had more than forty years of public approval. Are endorsed the country over. Instruct on Doan's. Sold at all drug stores.

DOAN'S PILLS

MODERNIZE

Whether you're planning a party or remodeling a room you should follow the advertisements... to learn what's new... and cheaper... and better. And the place to find out about new things is right here in this newspaper. Its columns are filled with important messages which you should read regularly.

Charlevoix County Herald
G. A. LISK, Editor and Publisher.
Entered at the Postoffice at East Jordan, Michigan, as second class mail matter.

ADVERTISING RATE
Readers in Local Happenings column:
Three lines or less 30c
Over three lines, per line 10c
Display Rates on Request

TERMS OF SUBSCRIPTION
(Payable in Advance)
One Year \$1.50
Six Months .75
Three Months .50
(Anywhere in the United States)
Canada \$2.00 per year.

All suppers, entertainments and other meetings, which are held to raise money to promote some special interest, will be charged for at our regular rates, unless accompanied by advertising or job work.

NORTH WILSON
(Edited by Mrs. August Knop)

Mrs. Mable Holland of Lansing is visiting her sons and families, Mr. and Mrs. Basil Holland and Mr. and Mrs. Herbert Holland and family.

Mr. and Mrs. Fred Trumbel of Detroit are visiting Mr. and Mrs. Basil Holland and M. and Mrs. Herbert Holland.

Alex Weldy visited Walter Kerchner, Thursday.

Alex Weldy visited Mr. and Mrs. Wm. Vronndon, Sunday.

Rolland Hayes was called back to work in Detroit after several weeks lay off.

Mr. and Mrs. Sherman Conway and daughter Mrs. Harriett Smith and daughter were Sunday supper guests of Mr. and Mrs. Ed. Weldy.

Miss Laura Schultz had the misfortune to break her ankle one day last week.

Carl Knop and Melvin Smith visited August Knop Friday evening.

Mr. and Mrs. Ernest Raymond and family visited Mr. and Mrs. August Knop, Friday evening.

Claude Pearsall was a business caller of August Knop, Saturday.

Mrs. Fred Burdt Sr. and Mrs. Frank Behling Sr. called on Mrs. August Knop, Sunday.

Mrs. Guy Stanhope visited Mrs. Eugene Raymond Friday afternoon.

Mr. and Mrs. Leonard Dow returned home after a two weeks visit with their daughter and family, Mr. and Mrs. Ralph Mackey of Traverse City.

Mrs. Rozell visited Mr. and Mrs. Clare White the last two weeks.

Eldon Peck of Petoskey was a Thursday supper guest of his parents, Mr. and Mrs. V. Peck.

Mr. and Mrs. V. Peck and son Eldon motored to East Jordan, Boyne Falls and Ironton, Sunday.

Mrs. Richard Erber of Boyne City and mother, Mrs. Charles St. John of Muskegon, visited Mrs. V. Peck, Thursday.

Mrs. Fred Burdt Sr. spent Monday with Mrs. V. Peck and helped her can fruit.

August Knop called at the Charles Reidel home, Monday.

Clarence Schaub was a business caller of V. Peck, Monday.

Mrs. August Knop and son spent Friday with her parents, Mr. and Mrs. E. Raymond.

THE CAT AND THE QUEEN

By ADELE THANE
McClure Newspaper Syndicate, WNU Service.

HE WAS a cat and she was a queen and like another indiscreet feline of a more antiquated day he looked at her, thereby proving conclusively that history repeats itself.

But here the parallel ends, for it is not recorded that the original queen deigned to return the stare of a menial cat, whereas this queen did. Which was imprudent of her, as the royal gaze started a train of ideas racing through the cat's head which, by all the acknowledged laws of class distinction, had no right to be there.

Of course he wasn't really a cat. He was the seventh son of the seventh son of a sailor. His chief duty consisted of swabbing the deck of Wilbur Gaumont-McCoy's new million-dollar yacht, the Leodore, and he was in the midst of a most creditable performance when the queen stepped daintily up the gangplank. "Gob!" roared the captain. "Why wasn't this done before?"

"Sir?" "Come to attention when you address me, Turner!" The smart click of heels. "Aye, aye, sir!" "Now answer my question!" The captain was becoming apoplectic. "Why—"

"Oh, it doesn't matter," broke in a young, accustomed-to-obedience voice. And thus did Gob Turner come to look at the queen. She was small-statured and slender and carried her bronze head high and her black lashes low; but precisely at the moment when she entered Gob's line of vision, the long lids swept upward like abruptly released windowshades, and their eyes met in swift contemplation.

That was all. But it was enough for Gob. He resolved, after that first pregnant blue glance, to command others. And he laid his plans accordingly. He learned her name from the steward. "Aurelia," he echoed softly to himself, and added enthusiastically, "just like her!"

At two bells of the second dog watch the Leodore steamed out of New York harbor and turned south. The sea was like a mastodontic looking-glass which some precocious Titan-child had streaked with aquamarine paint, and the weather was prematurely warm for the last week of April. Seasonal inconsistencies to the contrary the yacht's initial cruise, with 20 patrician guests on board, should be incomparable.

Late on the afternoon of the second day out, Gob was standing near the sheet anchor, submerged in meditation which did not concern irate captains and unwashed quarterdecks, when he became aware that someone was watching him. He jerked up his head and looked straight into two inquisitive eyes, very blue and very feminine. "That is an anchor, isn't it?" inquired Aurelia.

So she hadn't been regarding him at all! Gob's heart sank. "Aye, that's an anchor," he answered, scanning it balefully. "What is this part called?" She reached out a rose-tipped forefinger and touched the cold iron. Gob was instantly jealous of it.

"Aye—a pleasant trip," he repeated slowly, and his reserve crumbled. He caught her fiercely to him, kissing her warm mouth again and again. "I want you—I love you!" he cried in a hoarse whisper, then, feeling her grow sudden limp within his arms, he gently released her. "I'm sorry, dear," he said, and turned away with bowed head. "But it's true," he added gruffly a moment later, "all true."

He heard her running toward the after-house, and then he was alone with the fog and the wind and the falling darkness. For long minutes he stood there, insensible to time. He had no knowledge of Aurelia's return until she spoke. "I just wanted to tell you," she faltered through the swirling dusk, "that I knew all about anchors the other day." And she was gone.

That simplified matters for Gob. He did not spend tedious hours, pondering the true meaning concealed in those last hesitant words of the woman he loved. When the Leodore docked a half hour after schedule, Aurelia was not among the score of aristocratic guests who disembarked. And when she finally escaped the barred door of her cabin and reached the afterdeck, Pier 10 was a brown blot in the distance, with an appalling breadth of oily water between it and the gleaming rail upon which her fingers were tightly clenched.

She faced Gob with upflung chin and steely eyes, a queen once more. "How melodramatic, Mr. Turner! Surely you do not intend to—" She paused uncertainly. "Kidnap you," supplied Gob. "Oh but I do!"

"Of course, you realize that is impossible. How you envied the captain into being a party to this insane attempt at medieval horseplay, is beyond my comprehension, but you can not expect a like cooperation from the owner of the yacht." "That is largely a matter for him to decide," smiled Gob. She whitened. "Please be so good as to explain."

"I am Wilbur Gaumont-McCoy," he replied, moving to take her hand. She drew back. "YOU! What new joke is this?" "The joke's on dad," he laughed. "You see, he was punishing me for ridiculing the common sailor. He's an old sea-dog himself. The cap'n knew of my ignominious chastisement, but didn't learn that until this morning. Then he had to take my orders, anyway." He succeeded in capturing her hand, and covered it lovingly with both of his. "Dear girl," he said, "shall we hunt up the kedgie anchor and dissect it?"

Never Too Old to Learn; Interest is Vital Element In his office in an obscure corner of the winding old buildings of Teachers college, Columbia university, Prof. Edward L. Thorndike has been busy making important discoveries about those moot years after forty. His experiments in the field of adult learning and education have pinned orchids on middle age, writes Constant J. Foster in Good Housekeeping.

Professor Thorndike devised a series of experiments to discover just how dull grandma really is. His conclusions are startling. They completely demolish the old adage that you can't teach an old dog new tricks.

Hundreds of thousands of tests given over a period of years to subjects of all ages prove that mental powers fall off much more slowly than we imagined—only about 1 per cent a year. Childhood is not, as we supposed, the best age for learning. Any age below forty-five is better than ten to fourteen. Nor is the decline of ability in later years rapid. A woman of sixty-five may expect to learn at least half as much per hour as she could at the age of twenty-five, and much more than she could at eight or ten.

"Any adult between twenty-one and seventy," Dr. Thorndike told me, "can learn anything in which he is really interested with little or no greater effort than at fifteen."

SOUTH WILSON
(Edited by Miss Anna Brintnall)

Mr. and Mrs. Clem. Kenny and family were Sunday callers at Mr. and Mrs. Frank Rebec's. Mr. and Mrs. Geo. Jaquays and family were Walloon Lake visitors Sunday. Chas. Stanek filled silo the first of the week. James Divis was taken to Lockwood hospital, Petoskey, last Wednesday. He is somewhat improved at this writing.

Church News

First M. E. Church
Rev. J. C. Matthews, Pastor
Sunday School — 10:15
Preaching — 11:15

St. Joseph Church
East Jordan
St. John's Church
Bohemian Settlement
Rev. Joseph J. Malinowski, Pastor
Sunday, September 24, 1939.
8:00 a. m. — East Jordan.
10:00 a. m. — Settlement.

Presbyterian Church
C. W. Sidebotham, Pastor
C. K. Harper, Foreign Pastor
"A Church for Folks."
10:30 a. m. — Morning Worship.
11:45 a. m. Sunday School. Miss Irene Reiser, of Japan, will teach the adult class.

6:30 a. m. Fellowship Lunch of Young People, and the Sunday School department, that meets upstairs. Miss Irene Reiser, a missionary to Japan will speak.

Letter Day Saints Church
C. H. McKianon, 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.

Emotions aroused, reason dethroned.

Power Ousting Mule in Mines
Figures Show Animals Are Being Supplanted by Machinery.

DENVER.—Colorado's mule population records revealed today that Jerry—virtually all mine mules are named Jerry—has outlived his usefulness in the production of coal. Complicated machinery, powered by electricity, is swiftly replacing the slow but trusty mule that played a major part in the fundamental state industry.

Records of the state planning commission showed that the number of mules is dropping nearly 1,000 a year. In 1938 there were 12,609 mules employed in various industries in the state. The number dropped to 11,797 in 1937 and this year estimates placed the total at fewer than 11,000.

Mule Called Specialist. Despite the number of jokes directed at the miners long-eared friend, veteran coal diggers insist that the mule is the mental leader of the equine world. The mule, they say, is a "specialist" in the coal fields. It is an untrusting worker, easily trained, and can labor and survive in the adverse conditions of coal mines.

The mine mule learns to duck its head at low places in entries and rooms; refuses to enter a place where gas and danger lurks; stops at rail "frogs" so his driver may throw the switch; backs into a string of pit cars until connection with his own car is made, then slides his hoofs along the ties as brakes if the load tends to move too fast.

Underground the mule first is taught to pull an empty car. Later the car is loaded and the mule is trained to pull it along rails into entries, around curves and into rooms. Wears No Bridle. The final test is the elimination of the halter and bridle, which are replaced either by a "tail chain" or a set of "shafts." At the command of "Gee" and "Haw" the mule turns to the right or left as did the oxen of covered wagon days. When pulling a string of cars some mules "count" the number of couplings that rattle when the "pull" tightens and refuse to move if there is one car more than can be safely hauled.

Mr. and Mrs. Wm. Provost of Charlevoix visited Mr. and Mrs. Ray Benson, Sunday. Sunday callers at Mr. and Mrs. Peter Zoulek's were Mr. and Mrs. Carl Schmidt of Petoskey. Geo. Clark returned home Saturday after spending two weeks at Pontiac and Detroit. Ed and Esther Shepard were Charlevoix callers, Sunday. Melvin Smith called on Luther Brintnall's, Sunday.

Mr. and Mrs. L. G. Bunker and family of Rock Elm Dist., Mrs. Wm. Spencer of Boyne City; and Mr. and Mrs. Theodore Spencer of Detroit, visited Mr. and Mrs. Ernest Schultz, Sunday. Mrs. Mabel Holland is spending a few days at Bass Holland's. Mr. and Mrs. Rolland Clark and son of Pontiac and Gerald Clark of Detroit visited their parents, Mr. and Mrs. Geo. Clark one day last week.

Wm. Zoulek and children, and Mrs. Peter Zoulek visited Mr. and Mrs. Carl Schmidt at Petoskey, Wednesday. Mrs. Wm. Zoulek, who has been employed at Petoskey, returned home with them. Mrs. Hite visited her granddaughter, Mrs. Clayton Pinney and family, one day last week. Mrs. Chas. Shepard and son Kenneth called on Mr. and Mrs. C. L. Fuller, Sunday evening.

Lorraine Bistr visited Anna and Minnie Brintnall, Friday afternoon. Ed and Esther Shepard visited Mr. and Mrs. Jasper Warden of East Jordan, Saturday. Frank Rebec and son Jim were testing the batteries on the 212 telephone line last week. Mrs. Joseph Chak and son Fred called at Peter Zoulek's, Sunday. Archie Stanek spent Sunday at Charles Stanek's, visiting. Mr. and Mrs. Chester Walden and children of East Jordan called on her brother, Peter Stanek and family, Sunday evening. George Stanek was over to Peter Stanek's place on Sunday afternoon on business.

PENINSULA
(Edited by Mrs. E. Hayden)

A little daughter arrived at the home of Mr. and Mrs. Kenneth Russell at Ridgeway farm, Tuesday, Sept. 12. Mrs. Coulter, Mrs. Russell's mother of near Elmira and her two youngest sons are staying with the Russells for a few days. Daniel Reich, who has been employed at the Charlevoix County Nurseries since early spring, received a call Wednesday noon to report for work immediately at the Ford Motor Co. at Dearborn, and started for Dearborn Wednesday evening with his family.

Mrs. Orval Bennett of Honey Slope farm helped Mrs. F. D. Russell of Ridgeway farms with silo fillers Tuesday and Wednesday. Mrs. F. K. Hayden and three youngest children spent Thursday and Friday forenoon at Orchard Hill helping Mrs. J. W. Hayden with silo fillers. Mr. and Mrs. Derby Hayden and family of Bob White farm and Murry Follett of Jones Dist. were on the Peninsula, Sunday. The men went to the Geo. Block farm near Charlevoix and the older boys spent the day with their cousins, the F. K. Hayden young folks and attended Star Sunday

school. Mrs. Hayden and son James spent the day at Orchard Hill. Mr. and Mrs. Fern Brooks of Boyne City picked string beans at Orchard Hill four days last week, finishing Thursday evening. Mr. and Mrs. Ray Loomis of Gravel Hill, north side, and Mr. and Mrs. Fred Crowell of Dave Staley Hill, east side, spent Saturday evening at the Geo. Staley farm, Stoney Ridge. They found Mrs. Staley somewhat improved being able to have her clothes on and move around the house some. Company at the Geo. Staley home, Stoney Ridge, Sunday, were Mrs. Zola Mathews and family and Eddie Jones of Jones Dist., Mr. and Mrs. Henry Strong of Traverse City, Mrs. J. P. Sailer and Miss Agnes Porter of East Jordan.

Mr. and Mrs. Robert Hayden and family of Hayden cottage called on Mrs. Hayden's relatives at Mancelona Sunday afternoon. Mr. and Mrs. Ray Loomis and Mrs. Caroline Loomis of Gravel Hill, north side, motored to Petoskey, Sunday and visited Mrs. Caroline Loomis' brother, Herbert Hewitt and family. Mr. and Mrs. Ray Loomis returned in the evening but Mrs. Caroline Loomis remained for a longer visit. Clare Loomis of Gravel Hill, north side, spent Saturday night and Sunday with his sister, Mrs. Charles Arnot at Maple Row farm. Mr. and Mrs. David Gaunt, Mr. and Mrs. Will Gaunt and son Jr., visited the August Johnnycek family north of Petoskey, Sunday. Mr. and Mrs. Sam Peters and son of Phelps, Mrs. Johnnycek's parents, were also of the dinner party. Mr. and Mrs. Allen Ellis of Boyne City spent Sunday evening with Mr. and Mrs. Will MacGregor at Whiting Park. "Bob" Evert Jarman and sister Mrs. Harriett Russell and son Jackie Conyer of Maple Lawn farm were dinner guests of their sister, Mrs. Joe Perry and family in Boyne City, Sunday.

Mr. and Mrs. W. F. Wurn and two children who have been at the Fred Wurn farm for several months moved to Boyne City, Wednesday, where Mr. Wurn operates a gas station. The Davis family of Boyne City had a reunion at Whiting Park Sunday, Sept. 17, with about 50 in attendance. Miss Louise Beyer of Petoskey called on her sister, Mrs. F. K. Hayden at Pleasant View farm, Sunday. The unseasonable hot weather of 80 to 90 degrees for Wed., Thur. and Friday is ripening up corn and beans in fine style. The East Jordan Canning Co. quit taking string beans Sept. 14, four days later than the contract closing date. For the most part the pick was exceptionally good. Silo filling is the order of the day, in spite of the hot weather. The silos at Ridgeway, Maple Row and Orchard Hill were filled last week, with Willow Brook farm being filled Monday. Corn is a fair crop but very smutty. Most farmers are picking off the smut before cutting. Clayton Healey of Willow Brook farm got his wheat drilled in on the L. E. Phillips place last week. Robert Hayden of Hayden Cottage quit his job on the WPA Wednesday to help farmers with their farm work. A great deal of second cutting alfalfa was put under cover last week. The hot dry weather made it dry in fine shape.

Peoples' Wants

25 words or less 25c
Over 25 words, per word 1c
Subsequent Insertions
25 words or less 15c
Over 25 words, per word 7/8c
10c extra per insertion if charged.

FOR SALE — MISCELLANEOUS

FOR SALE — Cedar Shingles at a low price. FRED LANWAY at Graves Crossing. 37x6

HOUSE FOR SALE on West Side. Cheap. Inquire at BANK, R. A. CAMPBELL, Adm. 37t.f.

FOR SALE — A man's long Fur Coat. Inquire of MRS. WM. HOWARD, Phone 132. 38-1

FOR SALE — Leather Davenport; a very good buy for some one; only \$5.00. VERN J. WHITEFORD. 38-1

FOR SALE — FUR ROBE, bear-skin, 56in. x 66in., \$5. Suitable for use in cottage as rug in front of fireplace or in bedroom. LELLA M. CLINK. 37t.f.

FOR SALE — All kinds of used Lumber and Timbers, \$15 per thousand up. Also Brick. BILL PORTER. Can be bought at Lumber Co. Warehouse from Len Swafford. 34x7

LOTS FOR SALE on Lake Charlevoix, near East Jordan, on M66: GRAVEL PIT near city limits on Ellsworth road; 160 ACRES in Jordan Twp. on M66. LELLA M. CLINK, East Jordan. 27t.f.

FOR SALE — Used Cars and Parts. '34 Ford V-8 Tudor \$185. '35 Ford Tudor, '34 Chevrolet Master coach, '35 Terraplane Coupe. Model A Ford Sport Coupe, Model A Ford Tudor. HARRY FYAN, Mill St. near Co-ops, East Jordan. 38x1

Just News...
... often tells but half the story
The real story frequently is hidden by the uninteresting mass of matter coming from Washington these days. Wading through the routine news reports is like looking for a needle in a haystack. If you want a comprehensive understanding of what is going on read the
Washington Digest
By WILLIAM BRUCKART
appearing weekly in this paper.
You will find that this letter contains exactly the information you want, interpreted by an unbiased, competent observer, who not only tells the news, but tells the story behind the news. Mr. Bruckart's long experience as a Washington correspondent has given him news sources and a background of knowledge that make his writing especially valuable to the person who wants to be really well informed.
Our many years of service in this community assures you of the same helpful assistance you are accustomed to with your wishes ever the first consideration.
Our business is built upon the recommendations of the people we have served.
R. G. WATSON FUNERAL HOME
East Jordan, Mich. 66 Phones 244

Local Happenings

Born to Mr. and Mrs. Laurence Bennett a son, Wednesday, Sept. 13.

Wanted for cash — A washing machine engine. C. J. Malpass. adv.

Born to Mr. and Mrs. Howard Donaldson a daughter, Marian Joyce, Sept. 14.

Fred Lewis left Wednesday for Albion where he will again attend Albion College.

The Norwegian Ladies Aid will meet with Mrs. Merle Thompson Thursday afternoon Sept. 28.

Howard Malpass left Saturday for Lansing where he will enter his Junior year at M. S. C.

Mr. and Mrs. A. J. Suffer of Greenville spent the week end at their home on second street.

Mrs. Carrie Nixon of Crystal Lake was guest of her sister, Mrs. Boyd Hipp and other relatives.

Mr. and Mrs. Archie LaLonde have returned to Detroit after spending the summer in East Jordan.

Att'y Fred Dye of Detroit spent the week end with his family at their cottage on Lake Charlevoix.

Mrs. R. P. Maddock was guest of her daughter, Mrs. Ben Powell and family at Bellaire this week.

See our Remnant Bundles of Wall Paper — first come first served. — Whiteford's 5c to \$1.00. adv.

H. P. (Bud) Porter left Wednesday for Ann Arbor where he will resume his studies at the U. of M.

Born to Mr. and Mrs. Dale Clark of Bellaire, a daughter at Charlevoix hospital Monday, September 18.

Kathryn Kitsman returned to Albion Wednesday, where she will resume her studies at Albion College.

Mr. and Mrs. Francis Votruba of Lansing were week end guests of the former's mother Mrs. Eva Votruba.

Clara Wade returned to Lansing this week for Lansing where she will enter her sophomore year at M. S. C.

Grace Mathews, who teaches in Kalkaska spent the week end with her parents, Rev. and Mrs. J. C. Mathews.

Mr. and Mrs. Fred De Nise of Boyne Falls visited Mrs. De Nise's father Jake Keller and other relatives Tuesday.

Dr. H. M. Harrington left Tuesday night for Salamanca, N. Y., by auto-called there by the illness of a brother. Gilbert Joynt left with him to assist in the driving.

Mrs. Edith Bartlett returned home Tuesday from a visit in Battle Creek, Lansing and Ann Arbor, her sister Mrs. M. M. Waterman accompanied her home for a visit.

A fly ribbon is 32 inches long, sticky both sides. An average catch is 25 flies to the inch. Figure it out. Five ribbons for a dime at the Quality Food Market. adv.

Mrs. Anna Grok with daughter Marcella and son George, motored to East Jordan from Newberry to spend the week end with her daughter and family, Mrs. Ora Peck.

The Conservation Dept. won't object to your rushing the hunting season if you confine your hunting to flies with a spray gun loaded with Fly Tox. 35c a quart or 20c a pint at The Quality Food Market. adv.

Mr. and Mrs. Clyde Hunsburger and son Glen of Sault Ste. Marie were week end guests of the former's parents, Mr. and Mrs. Walter Hunsburger also of his brother Guy and wife.

Mr. and Mrs. Percy Penfold accompanied their son Allison to Lansing where he will attend M. S. C. Dwane accompanied them to Ann Arbor where he will enter the hospital for medical treatment.

Mr. and Mrs. John Roche and family of Chicago and Mr. and Mrs. George Pfaff with daughter of Itasca, Ill., were recent guests of Mr. and Mrs. Jack Beckert at "Jackmar Shores" on Intermediate Lake.

We still sell our goods, as Furniture Hardware, Stoves, Farm Machinery, etc. on easy payments until all is sold. Wanted buyers for our complete stock, Fixtures, Show Cases, Safes, Scales, or any part thereof at what you will give. Malpass Hdwe. Co. adv.

Mr. and Mrs. Uger Greenleaf of Menominee, Mich., were Friday night guests of Mr. and Mrs. Russell Barnett and family. They were enroute to the reunion of the 169th Infantry Brigade Detachment at Kawawlin, near Bay City, the past week end. The Third Annual Reunion is scheduled to be held at East Jordan in 1940.

Mr. and Mrs. Ernest Troutman of Warren Rr., Cleveland, Ohio, spent the past week at "Jackmar Shores" on Intermediate Lake. Mr. Troutman who is president of the Cleveland Fibre Box Co., enjoyed the fishing on Intermediate Lake getting a liberal number of bass.

Mr. and Mrs. Russell Barnett and daughter, Shirley, attended the Second Annual Reunion of the 169th Infantry Brigade Detachment (of which Mr. Barnett is a member) at Kawawlin, near Bay City, the past week end. The Third Annual Reunion is scheduled to be held at East Jordan in 1940.

Mr. and Mrs. Jack Beckert plan to close their summer resort property, Jackmar Shores, on Intermediate Lake in South Arm township this week and return to their home at Findlay, Ohio, this Friday. While away their property will be in charge of Ralph Walker. They will be accompanied by their mother, Mrs. Sarah Volmer, who has been spending the summer here.

Everything at sale price until everything is sold. Malpass Hdwe Co. av

See our Remnant Bundles of Wall Paper — first come first served. — Whiteford's 5c to \$1.00. adv.

Chicken Dinner next Sunday at Cherryvale Lodge. Benefit South Arm Grange. From 12:30 on, 50c. ad.

David Pray left this week for Ann Arbor where he will enter the Dental College at the University of Michigan.

\$5.00 cash given at Malpass Hdwe and Furniture Auction this Saturday night.

A Francis Willard Peony has been planted between the front entrances of the high school in memory of W. P. Porter.

The September Meeting of the W. C. T. U. will be held at the home of Miss Agnes Porter, Monday evening, September 25th.

Mrs. A. E. Wells of Dearborn, Mich., is here for a few weeks' visit at the home of her parents, Mr. and Mrs. L. A. Hoyt.

Mr. and Mrs. Irving Townsend and Jacqueline Bertram of Detroit are guests of Mrs. Townsend's mother, Mrs. Wm. Howard.

Mr. and Mrs. Drallete of Weidman were guests of Miss Jean Bechtold at the home of her parents, Dr. and Mrs. George Bechtold.

Mr. and Mrs. H. P. Porter left Wednesday for Seattle, Washington where they will attend a meeting of the National Bankers' Association.

The East Jordan Study Club will be entertained at the home of Mrs. Joe Clark with Mrs. Ethel Crowell assistant hostess Tuesday Sept. 26.

Saint Ann's Altar Society will meet Thursday, September 28th in Saint Joseph School. Mrs. Margaret Woodcock and Mrs. Della Lapeer hostesses.

Lorena and Irene Brintnall left this week for Lansing where they will resume their studies at M. S. C. Lorena in her Junior and Irene her sophomore year.

The Tigers are near the bottom in fielding average. If they had some of our ribbons to catch flies, they would lead the league. Five ribbons for a dime at the Quality Food Market. adv.

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Michigan Mirror

Non-partisan State News Letter
By GENE ALLEMAN
Michigan Press Association

Lansing — The World War No. 2 is already having a stimulating effect on Michigan industry and agriculture.

Again is appearing the familiar shadow of 1914-1918 when Europe's internal jealousies brewed a war boom in the United States.

"War profits" were reflected in newspaper headlines.

The Associated Press reported that Michigan's tool and die plants were rapidly going on a 24-hour daily production schedule, as orders poured in from Washington for preparedness aircraft output needed to back up our neutrality stand.

Residents of Lansing were assured that the city's industrial system was in a better position to receive benefits from war munition orders than in 1914-1918.

To its upstate readers the conservative Detroit Free Press carried a top headline on a front page: "State farmers profit millions in war markets."

At the capital city Governor Luren D. Dickinson diverted from his usual "sin-drinking-dancing" statements to declare that America's first duty was to keep out of war and he urged strict observance of President Roosevelt's neutrality proclamation as defined by Congress.

War Profits

Much as the average Michigan citizen did not like the prospect of personal profit at the price of bloodshed overseas, he nevertheless read with relish the news of a pending war boom.

As steel stocks rose almost daily and steel plants hurried to speed production, lake shipping concerns announced that more ore-carrying vessels were being pressed into service.

Early in August, on month before Hitler issued his invasion order, traffic through the American locks at Sault Ste. Marie was 42 per cent ahead of last year.

In the Upper Peninsula's Copper and Iron country, workers looked forward to the prospects of a busy fall and winter season. Copper prices climbed. So did iron prices. Old-timers recalled the prosperous days during World War No. 1.

Upstate farmers were told that the war boom in commodity prices would put \$25,000,000 to \$30,000,000 into their pockets for the 1939 crops.

"War profits" to Michigan farmers meant a hope of clearing away without losses the largest stored surpluses in nearly ten years as of last January 1: Oats, 71 per cent of the 1938 crop; corn crop, 75 per cent; and wheat, 84 per cent.

Hog prices were soaring.

The consumers' premature rush for sugar boosted prices nearly 50 per cent in a few days. Mayor Richard W. Reading in Detroit protested; Attorney General Frank Murphy rumbled about possible G-men investigations; Attorney General Thomas Read at Lansing declared that a price-fixing "conspiracy" among retailers would bring instant prosecution by the state. He added, significantly, that "the present crisis may succeed in doing that, which numerous 'isms' have failed to do" for Michigan farmers.

Crops Improving

While mid-summer weather was ap-

proaching drought proportions, Michigan farmers entered September with crop growing conditions 4 percent above August and 1 per cent above a year ago.

The federal-state crop reporting service said that 1939 crops would be well above 10-year averages.

And that news, coupled with the reflection that surpluses were still on hand, was immediately linked to headlines of rising commodity prices, due to the war.

Known to agricultural experts for a long time through Republican and Democratic administrations was the fact that farm prices have lagged in parity with manufactured goods. The AAA and soil conservation programs were aimed to effect an artificial remedy. As Attorney General Read observed, war profits may do for the grower what government planning had not fully accomplished.

Problem of Neutrality

Into the new picture of war profits was injected the issue of national neutrality and how it might be best maintained.

Michigan's senior United States senator, Arthur Vandenberg, announced that he would vigorously oppose any revision of the present neutrality act to permit "cash and carry" purchases of American munitions.

Vandenberg is the state republican central committee's choice for the White House.

Thomas Dewey, Owosso-born presidential possibility, made a plea for peace during his visit to his old home a month ago.

At Washington was Attorney General Frank Murphy in a Dewey-like role of a relentless Sir Gallahad against corruption and crime. While he had not joined the chorus in defense of the President's "cash and carry" plan, he was expected to do so.

War profits and neutrality thus loomed prominently in the Michigan foreground of coming events.

Spy Fever

Into the daily press and the motion picture news reels Attorney General Murphy solemnly requested every good American citizen to come to the aid of his country.

Spies would seek to embroil America in the conflict.

Industrial plants where war orders were being filled for Allied powers would be subject, it was thought, to extensive espionage and sabotage activity.

If you believe there is a spy in your neighborhood, notify the nearest G-man office of the department of justice.

State Police Commissioner Oscar Olander confided that his staff of 300 uniformed men and plain-clothed detectives had been instructed to keep a vigilant watch for foreign agents.

And so, with war fever, came an accompanying pulse-quickener, spy fever, to the Michigan scene.

Hard-Boiled Budgeteer

Gus Hartman, Michigan's new budget director, is earning a reputation of being a hard-boiled executive in grim quest of economy.

For many administrations state employees have driven their cars to state garages before week-end holidays in order to have gasoline tanks filled to the brim.

Official and personal use of state cars in many departments had become one and the same.

In announcing that he opposed any special legislative session to impose new taxes, Budget Director Hartman asserted that plain and simple economy measures could stretch the biennial appropriations to meet anticipated needs. This was easier said than done, as the late Governor Fitzgerald discovered when he sought to cut the state payrolls by millions within 60 days.

"Could Hartman deliver the goods?" asked many a sympathetic citizen. What was perhaps the first answer toward realization of his ambitious goal was Hartman's rigid order governing mileage use of state automobiles. Other drastic economy steps were promised.

A cloud in Hartman's economy sky was the prospect that higher commodity prices would add to the state's expense of maintaining its many institutions.

Jordan Tabernacle

Sunday school — 11 a. m.
Worship — 12 noon.
Evangelistic service — 8 p. m.
Wednesday evening Prayer Services 8 p. m.
Everyone Welcome.

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

2:30 p. m.—English Worship.
Walter League meets every 1st and 3rd Thursday of the month.
Ladies Aid meets every 2nd Thursday of the month.

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 these in the office Tuesday noon for the current week's issue.

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

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.

Mennonite Brethren in Christ Church
Rev. H. L. Matteson, Pastor.
The Church With A Gospel Message.

Sunday School — 10:00 a. m.
Morning Worship — 11:00 a. m.
Evangelistic Service — 8:00 p. m.
Mid-week Prayer Service, Thursday — 8:00 p. m.
All are Welcome.

GOOD LOANS

Look good to us...

Any loan that would be proper for this bank to make, we want to make. Therefore, do not hesitate to come to us if you have a sound proposition in which we might cooperate.

STATE BANK of EAST JORDAN

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

There is No Substitute for Money in the Bank

THE SHOW PLACE OF THE NORTH TEMPLE THEATRE EAST JORDAN

SATURDAY ONLY SEPT 23 Matinee 2:30 — 10c - 15c
Eves 7:15 - 9 10c - 25c

GENE AUTRY — SMILEY BURNETTE

COLORADO SUNSET

NOVELTY — SPORTS — LATE NEWS

SUN. - MON. - TUES. Sun. Matinee 2:30 10c - 15c
Eves 7 and 9:20 10c - 25c

NORMA SHEARER — JOAN CRAWFORD — ROSALIND RUSSELL

THE WOMEN

TECHNICOLOR CARTOON COMEDY LATEST NEWS

WEDNESDAY ONLY — FAMILY NITE 2 FOR 25c

ANN SHIRLEY — JAMES ELLISON

SORORITY HOUSE

SPORTS CHAPT. 7 DAREDEVILS OF THE RED CIRCLE

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The DIM LANTERN

By TEMPLE BAILEY

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CHAPTER III—Continued

"It doesn't do any good to call him names, Uncle Fred."
"I think you must look upon it as a great escape, Edith."
"Escape from what?"
"Unhappiness."
"Do you think I can ever escape from the thought of this?" The strong sweep of her arm seemed to indicate her bridal finery.
He sat in unhappy silence, and suddenly she laughed. "I might have known when he kept sending me orchids. When a man loves a woman he knows the things she likes."

It was then that Towne made his mistake. "You ought to thank your lucky stars."
She blazed out at him, "Uncle Fred, if you say anything more like that—it's utterly idiotic. But you won't face facts. Your generation never does. I'm not in the least thankful. I'm simply furious."

There was an hysterical note in her voice, but he was unconscious of the tension. She was not taking it in the least as he wished she might. She should have wept on his shoulder. Melted to tears he might have soothed her. But there were no tears in those blue eyes.
She trod on her flowers as she left the car. Looking straight ahead of her she ascended the steps. Within everything was in readiness for the wedding festivities. The stairway was terraced with hydrangeas, pink and white and blue. In the drawing-room were rose-garlands with floating ribbons. And there was a vista of the dining-room—with the caterer's men already at their posts.

Except for these men, a maid or two—and a detective to keep his eye on things, the house was empty. Everybody had gone to the wedding, and presently everybody would come back. The house would be stripped, the flowers would fade, the caterers would carry away the wasted food.

Edith stopped at the foot of the stairs. "How did they announce it at the church?"
"That it had been postponed. It was the only thing to do at the moment. Of course there will be newspaper men. We'll have to make up a story."

"We'll do nothing of the kind. Tell them the truth, Uncle Fred. That I'm not wanted. That I was kept waiting at the church. Like the heroine in a movie."

She stood on the steps above him, looking down. She was as white as her dress.

"I don't want to see anybody. I don't mind losing Del. He doesn't count. He isn't worth it. But can you imagine that any man—any man, Uncle Fred, could have kept me—waiting?"

The thing that Frederick Towne got out of his niece's flight was this. "She wouldn't let anybody sympathize with her. Simply locked the door of her room, and in the morning she was gone. It has added immeasurably to the gossip."

His listeners had, however, weighed him in the balance of understanding and sympathy, and had found him wanting. The youth in them sided with Edith. But none of this showed in their manner. They were polite and hospitable to the last. Frederick, ushered out into the storm by Baldy, still saw Jane like a bird, warm in her nest.

By morning the violence of the storm had spent itself. But it was still bitterly cold. The snow was blue beneath the leaden sky. The chickens, denied their accustomed promenade, ate and drank and went to sleep again in the strange dusk. Merry and the kitten having poked their noses into the frigid atmosphere withdrew to the snug haven of a basket beneath the kitchen stove. Sophy sent word that her rheumatism was worse, and that she could not come over. Jane, surveying the accumulated piles of dishes, felt a sense of unusual depression. While Frederick Towne had talked last night she had caught a glimpse of his world—the great house—six servants—gay girls in the glamour of good clothes, young men who matched the girls, money to meet every emergency—a world in which nobody had to wash dishes—or make soup out of Sunday's roast.

She was cheered a bit, however, by the announcement that her brother had decided to stay home from the office.

"I'll have a try at that magazine cover."
Her spirits rose. "Wouldn't it be utterly perfect if you got the prize?"

"Not much chance. The thing I need is a good model."
"And I won't do?" with some wistfulness.

They had talked of it before. Baldy refused to see possibilities in Jane. "Since you bobbed your hair, you're too modern—" She was, rather, medieval, with her straight-cut frocks and her straight-cut locks. But she was a figure so familiar that she failed to appeal to his imagination.

"Editors like 'em modern, don't they?"
But his thoughts had winged themselves to that other woman whom his fancy painted in a thousand poses.

"If Edith Towne were here—I'd put her on a marble bench beside a sapphire sea."
"I'll bet you couldn't get an editor in the world to look at it. Sapphire seas and classic ladies are a million years behind the times—"

"They are never behind the times—"
Jane shrugged, and changed the subject. "Darling—if you'll put your mind to mundane things for a moment. Tomorrow is Thanksgiving Day, the Follettes are to dine with us, and we haven't any turkey."

"Why haven't we?"
"You were to get it when you went to town, and now you're not going—"

"I am not—not for all the turkeys in the world. We can have roast chickens. That's simple enough, Janey."

"It may seem simple to you. But who's going to cut off their heads?"

But it was not Evans. Briggs, Frederick Towne's chauffeur, stood there with a box in his arms. "Mr. Towne's compliments," he said, "and shall I set it in the hall?"

"Oh, yes, thank you." Her surprise brought the quick color to her cheeks. She watched him go back down the terrace, and enter the car, then she opened the box.

Beneath clouds of white tissue paper she came upon a long, low basket, heaped with grapes and tangerines, peaches and pomegranates. Tucked in between the fruits were shelled nuts in fluted paper cases, gleaming sweets in small glass jars, candied pineapples and cherries, bunches of fat raisins, stuffed dates and prunes.

Jane talked to the empty air. "How dear of him—"
The white tissue paper fell in drifts about her as she lifted the basket from the box.

There was a little note tied to the handle.

"Dear Miss Barnes:
"I can't tell you how much I enjoyed your hospitality last night—"

THE STORY SO FAR

Young, pretty Jane Barnes, who lived with her brother, Baldwin, in Sherwood Park, near Washington, was not particularly impressed when she read that rich, attractive Edith Towne had been left at the altar by Delafield Simms, wealthy New Yorker. However, she still nursed over it when she met Evans Follette, a young neighbor, whom the war had left completely discouraged and despondent. Evans had always loved Jane. That morning Baldwin Barnes, on his way to work in Washington, offered assistance to a tall, lovely girl in distress. Later he found a bag she had left in the car, containing a diamond ring on which was inscribed "Del to Edith—Forever." He knew then that his passenger had been Edith Towne. Already he was half way in love with her. That night he discussed the matter with Jane, and they called her uncle, worldly, sophisticated Frederick Towne. He visited them at their home, delighted with Jane's simplicity. He told them Edith's story. Because her uncle desired it, Edith Towne had accepted Delafield Simms, whom she liked but did not love.

"Sophy," said Baldy. Having killed Germans in France he refused further slaughter.

"Sophy has the rheumatism—"
"Oh, well, we can feast our souls—"
Young Baldwin's mood was one of exaltation.

Jane leaned back in her chair and looked at him. "Your perfectly poetic solution may satisfy you, but it won't feed the Follettes."

With some irritation, therefore, he promised, if all else failed, to himself decapitate the fowls. "But your mind, Jane, never soars above food—"

Jane, with her chin in her hands, considered this. "A woman," she said, "who keeps house for a poet—must anchor herself to something. Perhaps I'm like a captive balloon—if you cut the cable, I'll shoot straight up to the skies—"

She liked that thought of herself, and smiled over it, after Baldy had left her. She wondered if the cable would ever be cut. If the captive balloon would ever soar.

So she went about her simple tasks, putting the bone on to boil for soup, preparing the vegetables for it—wondering what she would have for dessert—with all his scorn of domestic details, Baldy was apt to be fastidious about his sweets—and coming finally to her sweeping and dusting in the front-part of the house.

The telephone rang and she answered it. Evans was at the other end of the wire.

"Mother wants to speak to you."
Mrs. Follette asked if she might change her plans for Thanksgiving. "Will you and your brother dine with us, instead of our coming to you? Our New York cousins find that they have the day free, unexpectedly. They had been asked to a house party in Virginia, but their hostess has had to postpone it on account of illness."

"Is it going to be very grand? I haven't a thing to wear."
"Don't be foolish, Jane. You always look like a lady."
"Thank you, Mrs. Follette." Jane hoped that she didn't look as some ladies look. But there were, of course, others. It was well for her at the moment, that Mrs. Follette could not see her eyes.

"And I thought," went on the unconscious matron, "that if you were not too busy, you might go with Evans to the grove and get some greens. I'd like the house to look attractive. Is the snow too deep?"
"Not a bit. When will he come?"
"You'd better arrange with him. Here he is."

Evans' voice was the only unchanged thing about him. The sound of it at long distance always brought the old days back to Jane.

"After lunch?" he asked.
"Give me time to dress."
"Three?"
"Yes."

When luncheon was over, Jane went upstairs to get into out-of-door clothes. At the foot of the stairs she had a glimpse of herself in the hall mirror. She wore a one-piece lilac cotton frock—with a small square apron, and an infinitesimal bib. It was a nice-looking little frock, but she had had it for a million years. That was the way with all her clothes. The suit she was going to put on had been dyed. It had been white in its first incarnation. It was now brown. There was no telling its chromatic future.

She heard steps on the porch, and turned to open the door for Evans.

and you were good to listen to me with so much sympathy. I am hoping that you'll let me come again and talk about Edith. May I?—And here's a bit of color for your Thanksgiving feast.

"Gratefully always,
"Frederick Towne."

Jane stood staring down at the friendly words. It didn't seem within reason that Frederick Towne meant that he wanted to go to see her. And she really hadn't listened with sympathy. But—oh, of course, he could come. And it was heavenly to have a thing like this happen on a day like this.

As she straightened up with the basket in her hands, she saw herself again in the long mirror—a slender figure in green—bobbed black hair—golden and purple fruits. She gasped and gazed again. There was Baldy's picture ready to his hand—November! Against a background of gray—that glowing figure—Baldy could idealize her—make the wind blow her skirts a bit—give her a fluttering ribbon or two, a glorified loveliness.

She sought him in his studio. "I've got something to show you, darling-dear."

He was moody. "Don't interrupt me, Jane."
She rumbled up his hair, which he hated. "Mr. Towne sent us some fruit, Baldy, and this." She held out the note to him.

He read it. "He doesn't say a word about me."
"No, he doesn't," her eyes were dancing. "Baldy, it's your little sister, Jane."
"You didn't do a thing but sit there and knit—"
"Perhaps he liked to see me—"
Baldy passed this over in puzzled silence.

"Where's the fruit?"

and she followed her in, full of curiosity. She showed him the fruit, then picked up the basket. "Look in the mirror, not at me," she commanded.

Reflected there in the clear glass, so still that she seemed fixed in paint, Baldy really gave for the first time an artist's eye to the possibilities of his little sister. In the midst of all that crashing color—

"Gosh," he cried, "you're good-looking!"
His air of utter astonishment was too much for Jane. She set the basket on the steps, and laughed until she cried.

"I don't see anything funny," he told her.
"Well, you wouldn't, darling." She wiped her eyes with her little handkerchief, and sat up. "I am just dropping a tear for the ugly duckling."
"Have I made you feel like that?"
"Sometimes."

Their lighted-up eyes met, and suddenly he leaned down and touched her cheek—a swift caress. "You're a little bit of all right, Janey," which was great praise from Baldy.

CHAPTER IV

Mrs. Follette had been born in Maryland with a tradition of aristocratic blood. It was this tradition which had upheld her through years of poverty after the Civil war. A close scanning of the family tree might have disclosed ancestors who had worked with their hands. But these, Mrs. Follette's family had chosen to ignore in favor of one grandfather who had held Colonial office, and who had since been magnified into a personage.

Mr. Follette, during his lifetime, had walked a mile each morning to take the train at Sherwood Park, and had walked back a mile each night, until at last he had tired of two peripatetic miles a day, and of eight hours at his desk, and of eternally putting on his dinner coat when there was no one to see, and like old Baldwin Barnes, he had laid him down with a will.

At his death all income stopped, and Mrs. Follette had found herself on a somewhat lonely peak of exclusiveness. She could not afford to go with her richer neighbors, and she refused to consider Sherwood seriously. Now and then, however, she accepted invitations from old friends, and in return offered such simple hospitality as she could afford without self-consciousness.

(TO BE CONTINUED)

Archeologists Trace Man by Annual Tree Rings

The story of a thousand years of pre-history in the high watershed of the San Juan river has been dated by archeologists of the Carnegie institution of Washington by means of patient examination of annual tree rings preserved in the wood of ancient and long demolished dwellings, writes Thomas R. Henry in the Washington Star.

This region was the cradle of the great Pueblo culture, one of the greatest achieved in the New world, remnants of which persist in the Southwest today. By means of the tree-ring calendar the archeologists have been able to establish the following tentative dates, according to a report presented to trustees of the institution:

First occupancy—Just prior to 300 A. D.
First pottery making—About 475 A. D.
Invasion and conquest by an alien people—About 800 A. D.
The Golden age of Pueblo culture—From 1050 to 1275 A. D.
Abandonment of the region—About 1300.

The first settlers, the Carnegie archeologists found, were short people with long skulls, who camped in the open, but occasionally constructed flimsy, single-room huts of sticks and mud. Their only clothing consisted of loin cloths, sandals and shoulder wraps of fur-wrapped cord. They apparently were typical savages, delighting in color. Their bodies were richly adorned with beads

and shell pendants. They had not yet learned the use of the bow and arrow. Instead they hurled darts with a more primitive instrument, the spear thrower.

These were the Basket Makers. They were, for the most part, hunters, and skillfully fashioned spear points from the hard quartz. Around their camps they cultivated some corn and pumpkins. Slowly they evolved toward a sort of civilization, presumably brought about by their increasing dependence on agriculture. Beans were added to their basic crops. The villages tended to become more permanent. The brush that gave way for a single-room dwelling made of posts heavily coated with mud. They learned the use of the bow and how to make pots out of clay.

Push and Pull
A sad story comes from Victoria, British Columbia—the story of a two-tailed goldfish which was found splashing aimlessly in a park pool, never getting anywhere because one tail tried to propel him forward and the other tried to drive him backward.

We have a fellow-feeling for that goldfish. This world, it seems to us, is full of people who, between the pull of progress and the push of longing to retreat to what seemed simpler times and ways, are getting nowhere in their little pools.—New York World-Telegram.

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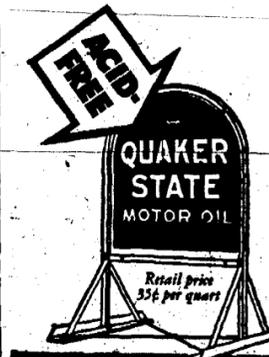
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Urge Children To Help Plan Own Activities

INDIVIDUALITY should be recognized. Parents should allow children to develop own tastes without imposing their own. Too much supervision dulls the edge of the greatest enthusiasm.

By RUTH ARNOLD NICKEL

"I JUST ran in to tell you that I won't be at the meeting, tomorrow," said Mrs. Mitchell, as her neighbor came out on the porch to greet her. "I'm going to take Lillian to the museum."

"How nice," commented Mrs. Gracie, giving her a chair. "Well, it's rather a hot trip," Mrs. Mitchell admitted, "and Lillian isn't very enthusiastic, but I think she ought to take advantage of such things. Besides, she never knows what to do with herself during vacations. I simply have to arrange a program for her, or she would waste her time or mope. How did you manage to get Gladys interested in so many worthwhile things?"

Mrs. Gracie smiled. "Gladys? Oh, she and I take turns in choosing special undertakings now. I used to insist that she work out certain projects. When she was 12 years old—that was two years ago—I decided that the time had come to teach her all sorts of things. She had learned to sew a little and loved to make doll's clothes, but I wanted her to make something useful. I bought some fine white cloth and started her on a slip."

"Gladys never wore the slip," said Mrs. Gracie ruefully, "at least not until I had made it over. She disliked working on it. This started a kind of struggle between us."

"But she sews now, doesn't she?" "Yes, she sews beautifully," said Mrs. Gracie. "When the slip was finally finished, I said nothing more about sewing. I didn't want to fix the dislike that I had started. Then the next summer she begged me for a pink tennis dress. It was early in the season and the ones she liked were too expensive. Then she said, 'Mother, I think I could make one, if you'd help me with the binding around the neck.' I tried not to show my delight! We found a remnant of goods and she made the dress with very little help from me; you see she wanted it. She read the directions and made it carefully."

"But that implies that mothers shouldn't try to direct their children," objected Mrs. Mitchell.

Imposing Their Own Views. "I wondered about that," said Mrs. Gracie, "and I talked it over with Tom. He had been trying to improve her reading, but when he brought books home from the library she never seemed to care for them. Then we concluded that we weren't accomplishing our purpose. 'Maybe you are right,' said Mrs. Mitchell. 'Tell me what you did.'"

"We decided to stop imposing our tastes upon Gladys and let her develop her own. We had kept her too busy. As I thought about it, I remembered my own early summer vacations. I had regular work to do, but I was allowed to create most of my own pleasures. I remembered long hours of reading—discovering books that I learned to love, hours of play, and gardening in the back yard. Whenever I got bored, I began to look around for something new and interesting to do."

"I told this to Tom and he remembered the same conditions with regard to his own childhood. We decided that we had been supervising Gladys too much. So we planned to be ready to share experiences with her part of the time, but to leave her many hours each week when she would be entirely free."

"Gladys had to do some housework, of course, and that kept her busy in the mornings. During the first week she seemed a little bored in the afternoons. Then one day she asked me to teach her to knit a sweater! The next week she began voluntarily looking for something to read and before long she was interested of her own accord in some of the very subjects her father had hoped she'd like!"

"But wasn't she ever idle?" asked Mrs. Mitchell.

"Yes, she used to lie in the hammock on the porch sometimes for hours. One day she said to me, 'Mother, I love to lie and look up at the sky in the summertime. In the winter I'm too busy to think and get things straightened out in my mind.'"

"Gracious!" said Mrs. Mitchell, rising—"I think I'll drop the museum outing. Perhaps if I drag Lillian there on a hot day when she doesn't want to go, she will dislike it."

"I'm afraid Gladys would," laughed Mrs. Gracie sympathetically. "She often joins me in my enthusiasms if I don't try to force them on her. But she's an individual, too, and I can't expect her to be exactly like me. We take many trips together and take turns deciding where to go. A museum trip is always the result of an urge to see some special thing. Both of us enjoy it, but I am always careful to bring Gladys home while she is still interested, and before she gets tired."

National Kindergarten Association (WNU Service.)

New Look Is Given to Autumn Styles by Bustle Silhouette

By CHERIE NICHOLAS



WHAT'S in a name? Well, plenty, judging from the consternation and furore the mention of "bustle" in connection with the new fashions for fall and winter has caused. Immediately, at the mere suggestion of bustles being revived in modern styling, came visions of the amusing monstrosities we of this day have come to associate with the "has been" fashions of the long ago.

As a matter of fact the bustle motif that has succeeded in giving to contemporary fashions such a decidedly new look is far and away from the antiquated bustle of our ancestors. A more accurate way of expressing the bustle theme as it is today, is to speak of it as back-fullness, to achieve which designers are most ingeniously introducing clever drapes, bows, and peplum effects done in a conservative manner.

The emphasis given to back-fullness in current styling has opened avenues of thought to designers, in consequence of which the dresses and coats and jackets shown in the season's collections have taken on an entirely different and refreshing note of interest. With the new back-fullness the simple black dress that is heralded as a perfect autumn "first" becomes a model of high-style distinction.

The various treatments of the back-fullness theme as demonstrated in the illustration conveys the message that there are back-fullnesses and back-fullnesses being interpreted throughout the mode, with not necessarily any two being alike.

See the afternoon dress of voguish velveteen shown to the left in the picture. It shows clever manipulation via the peplum method. The

spectator sports dress centered in the group, of lightweight woolen, modifies its peplum fullness to a conservative degree.

The sheer black afternoon dress to the right has a wide sash technique which arrives at back-fullness in most pleasing fashion. The hat, designed to complement the bustle silhouette of the dress, has its own bustle, which goes to show that milliners are also subscribing to the bustle theme.

In the inset a pretty evening formal again illustrates the prevailing idea of bustle effects. The bustle is detachable, to be worn at will. Stiff, crisp silk taffeta yields beautifully.

This matter of back-fullness is not confined to dress design. The new coats have had to be tuned to the bustle-like fullness of the gowns over which they must be worn. In consequence many of the smartest coats of the season are styled with that thought in mind. Some take on fullness at the waistline; others are made with lines that flare from neckline to hem at the back. Unfurled dressmaker coats of this type, made of fine broadcloth or velvety surfaced woolens, rank at the height of fashion. With them a separate fur piece is inevitable which is met in the revival of long fur boas and stoles that recall quaint fashions such as our revered grandmothers wore.

Reaction to the new bustle vogue is seen in the revival of stiff, handsome silks as they so successfully yield to bouffant drapes and bows.

(Released by Western Newspaper Union.)

Amber in Fashion



Featured colors this season include a series that ranges from lightest beige and cinnamon tones to vibrant copper tones, with special emphasis on browns from light to dark. Paris plays up these colors both in fabrics and in furs, and then to carry out the color scheme in perfect harmony adds amber jewelry. The revival of amber will prove welcome news to women who dress with distinction. Note the attractive bracelet, necklace and clip of amber as worn by the fashion-wise young woman pictured.

For Slim Lines
To give slim lines to your dressy fur coat, long-haired and bulky furs are being combined with bands of all types of material.

Satin-Top Jacket Dress for Autumn

For a neat practical dress of accredited style, a dress that will serve admirably for immediate wear, and that will start the season off in the right direction, choose one of the very smart daytime jacket dresses, preferably of black, either silk crepe or lightweight wool. These are shown with either the separate black satin blouse or the satin is worked into the dress itself in a blouse top. With this comes a cunning bolero of the identical material that fashions the dress. Sometimes there is an applique of the satin on the bolero. The advantage of the separate satin blouse and skirt is that it gives opportunity for interchangeable blouses.

The combining of satin with other materials is significant fashion news. Topcoats as well as dresses are trimmed with satin this year.

Sweater Collars In Great Variety

Bengaline and faille are fall favorites for neckwear. There is a little satin and there are taffeta ruffled collars and full three-quarter Bishop sleeves with wrist frills that are to put on over a sleeve or with short sleeves to give a new juvenile look to a plain dress.

There are deep cuffs with double rows of box-plaited ruffing, deep Dutch collars with the same finish. Bibs are still shown and sweater collars are imperative both for the school girl and the older woman. This fashion gives a clean, fresh, laundered look to our woolly outer knits that make them seem feminine and less casual.

IMPROVED SUNDAY SCHOOL Lesson

By HAROLD L. LUNDQUIST, D. D., Dean of The Moody Bible Institute of Chicago. (Released by Western Newspaper Union.)

Lesson for September 24

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ISAIAH: FORETELLING THE BIRTH OF THE MESSIANIC KING

LESSON TEXT—Isaiah 7:14; 9:1-7; 11:1-5. **GOLDEN TEXT**—His name shall be called Wonderful, Counsellor, The mighty God, The everlasting Father, the Prince of Peace.—Isaiah 9:6.

Christ is coming! Christ has come! Christ is coming again! All three of these great truths are declared by Holy Scripture. In our lesson for today we study the prophecy of His birth which was given by Isaiah about 750 years before the event took place, and with it we find many beautiful details concerning His blessed character and accomplishments. It is entirely appropriate that the lesson for today should be taken from the Old Testament and relate to the prophecy of the coming of the Messianic King, thus binding together the Old and the New Testaments. Isaiah's prophecy prepares us to study His life in the Gospel of Matthew, beginning next week.

I. The Coming of the King (7:14; 9:1-6).

To us it is entirely understandable that the Son of God was to become flesh and dwell among us and that all the grace and power of God should be upon Him, for we know that He did come in perfect fulfillment of the Scriptures. But let us not fail to note the marvel of this revelation made centuries in advance through God's prophet.

1. Born of a Virgin (7:14; 9:6).

He was to be born. Christ did not come as a fully matured divine being after the fashion of the so-called gods of mythology, but He entered our needy world as the Babe of Bethlehem's manger. What infinite condescension!

He was to be born of a virgin, and so He was. There are those who would minimize the importance of this, or try to explain it away by interpreting the word "virgin" to mean a young married woman. The late Robert Dick Wilson, an outstanding authority, says, "The great and only difficulty lies in disbelief in predictive prophecy and in the almighty power of God, or in the desire to throw discredit on the divine Sonship."

2. God with Us (7:14).

"Immanuel" means "God with us." Isaiah had a foregleam of the incarnation which brought the eternal Son of God into that God-man relationship which was absolutely indispensable if there was to be redemption. Sin had made a barrier between God and man which man could not pass, and only as the God-man, Christ Jesus, came through that barrier to be "God with us" could there be any hope of our salvation.

3. A Great Light (9:2).

The Messiah was to break through the dense darkness of sin and sorrow to bring light and joy. How gloriously that prophecy has been fulfilled!

II. The Character of the King (9:6; 7; 11:1-5).

The prophet foretold not only the meaningful names of the coming Messiah, but pictured in glowing beauty the mighty things which He was to accomplish.

1. Revealed by His Names (9:6). "Wonderful"—that word has been so misused that it means comparatively little to us. It really fulfills its true meaning in Christ. He is unique, remarkable, yes, truly wonderful. "Counsellor"—in every detail of life, great or small, an infallible guide. "Mighty God"—not just like God, or representing God; Christ is God. "Everlasting Father"—the tender and loving, un-failing One to whom time does not bring any change, for He is the "Father of eternity." "Prince of Peace"—He is not yet the ruler of the nations of the world, hence we hear not only of wars but of rumors of wars. Mark it well that there will be no enduring peace until He comes to reign whose right it is to reign, the divine Prince of Peace.

2. Revealed by His Deeds (9:7; 11:1-5).

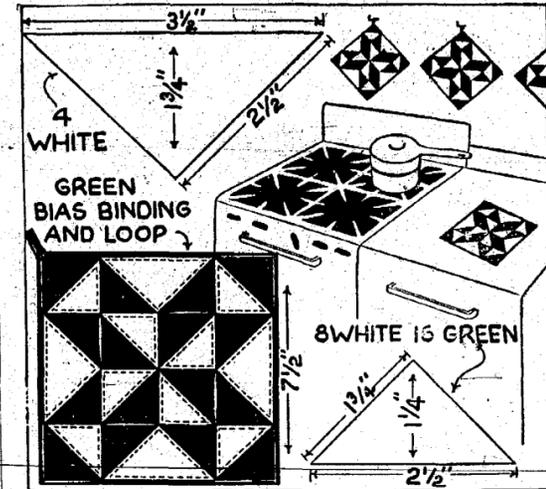
Eternal justice and righteousness, peace, wisdom, understanding, counsel and might, the spirit of knowledge and the fear of God, un-failing equity—all these glorious accomplishments are to characterize the Messiah according to Isaiah's prophecy.

Has the prophecy been fulfilled? We know that all of these qualities were in Christ when He came to earth the first time, but the complete fulfillment of this prophecy awaits that day toward which the child of God looks with joy and hope when Christ shall come again. As we study this portion of our lesson, our hearts should cry out with John, "Even so, come, Lord Jesus!" (Rev. 22:20).

To Gain Truth
Truth is never learned in any department of industry by arguing, but by working and observing; and, when you have got hold of one truth for certain, 10 others will grow out of it. The assertion of truth is to be always gentle.—Ruskin.

HOW TO SEW

by Ruth Wyeth Spears



Patchwork pot holders hanging in a row.

A GREEN and white kitchen is as fresh and crisp as a lettuce leaf. I stepped into one the other day with white walls, green floor and green organdy curtains. Everything was green and white, and over the stove hung a set of patchwork pot holders like a row of bright green and white tiles. All of us love old quilt patterns. For those who do not have time to make quilts, here is a modern use for your favorite designs.

Perhaps you were put to bed as a child under this eight-pointed star? The sketch gives the dimensions for the patterns for the two triangles used in making it for the pot holder. Piece eight small squares of two triangles; then eight oblong blocks of three triangles. A layer of sheet wadding is used for padding. The backing for the holder is white. The three layers are quilted together by sewing just inside the white triangles of the pieced top.

Have you sent for your copy of the new Sewing Book No. 3? Every homemaker will want a copy for it contains useful ideas for home decorating; as well as original ideas for things to use as gifts, and to sell at bazaars. You will be delighted with this new book. The price is only 10 cents post-paid. Send coin with name and address to Mrs. Spears, 210 S. Desplaines St., Chicago, Ill.

Whistler Couldn't Pass Up Opportunity to Use Bailiffs

Mrs. A. M. Moncrieff, who has just celebrated her eighty-eighth birthday, knew many of the great Victorians in the days when, as Nita Gaetano, she was a celebrated singer—and tells some good stories about them.

Once she dined with Whistler, the famous artist, whose pictures now sell for fabulous sums. Two manservants were waiting at table.

"You must be doing well, selling a lot of paintings," she remarked, a little surprised that Whistler should "splash" in this way.

"No," whispered her host. "They're bailiffs. I thought they might as well be doing something useful."

The Answers

1. The basic color of a zebra is white, and his stripes are black.
2. Fourteen per cent.
3. Because one leg is shorter than the other.
4. Chicago; San Francisco; New York.
5. Civil and World wars.
6. Germany.
7. Other animals eligible to be recorded are spoken of as pure bred.
8. A dove is a pigeon.
9. White elephants are merely light-skinned Asiatic elephants, and may occur as the offspring of normally colored parents. This type is revered in Siam, and kept in the royal stables of the monarch.



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1. CAMELS were found to contain MORE TOBACCO BY WEIGHT than the average for the 15 other of the largest-selling brands.

2. CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 EXTRA SMOKES PER PACK!

3. In the same tests, CAMELS HELD THEIR ASH FAR LONGER than the average time for all the other brands.

Get more and better smoking in Camels. Penny for penny, Camels are your shrewdest cigarette buy!



CAMELS LONG-BURNING COSTLIER TOBACCOS

PROBATE ORDER

State of Michigan, The Probate Court for the County of Charlevoix. At a session of said Court, held at the Probate Office in the City of Charlevoix in said County, on the 16th day of September, A. D. 1939. Present: Hon. Ervan A. Ruegsegger, Judge of Probate. In the Matter of the Estate of Mary E. Cole, Deceased.

Edwin M. Townsend having filed in said court his petition praying that the administration of said estate be granted to himself or to some other suitable person.

It is Ordered, That the 13th day of October, A. D. 1939, at ten o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing said petition;

It is Further Ordered, That public notice thereof be given by publication of a copy of this order, once each week for three successive weeks previous to said day of hearing, in the Charlevoix County Herald, a newspaper printed and circulated in said County.

ERVAN A. RUEGSEGGER, Judge of Probate. 38-3

PROBATE ORDER

State of Michigan, The Probate Court for the County of Charlevoix. At a session of said Court, held at the Probate Office in the City of Charlevoix in said County, on the first day of September, A. D. 1939. Present: Hon. Ervan A. Ruegsegger, Judge of Probate. In the Matter of the Estate of John Myers, Deceased. Robert Myers, a son having filed in said court his petition praying that the administration of said estate be granted to William F. Bashaw or to some other suitable person.

It is Ordered, That the 29th day of September, A. D. 1939, at ten o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing said petition;

It is Further Ordered, That public notice thereof be given by publication of a copy of this order, once each week for three successive weeks previous to said day of hearing, in the Charlevoix County Herald a newspaper printed and circulated in said County.

ERVAN A. RUEGSEGGER, Judge of Probate. 36x3

Church of God

Rev. S. J. High — Pastor
10:00 a. m. Sunday School
11:00 a. m. — Morning Worship
8:00 p. m. — Evening Worship
8:00 p. m. Thursday — Prayer meeting at the church.

Seventh-day Adventist

S. W. Hyde — Pastor
Sabbath School — 10:30 a. m. Saturday.
Church Service — 11:30 a. m. Saturday.

Dr. H. M. HARRINGTON

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Garden Gossip

Edited by Caroline Harrington
Letters and questions on garden topics will be welcome. They will be published and discussed in this column.

Dear Mrs. Harrington:—

Perhaps it isn't exactly garden gossip but I'd like to tell you about the fun son and I had feeding the ducks and swans in your East Jordan Sportsmen's Park. We bought a loaf of stale bread from a shop on Main Street and took it down to the river's edge near the road. The ducks were there waiting for us, and quacked a loud welcome when they saw us tear the wrapper from the bread. The noise they made attracted the swans who came steaming up, as imposing as battle ships, and then the fun began. We tried at first to be impartial and feed all alike, but even though the bread landed near the swans, the ducks are so much more agile that they "got there first" in most cases, and how mad those swans did get when the ducks took the food right from under their long curved necks! How they hissed and lunged at the ducks, sometimes, too, taking hold, trying to get their share of bread, but mostly the ducks would step on the gas and get away with the swag. But in any case, no matter how the feathers might fly, the ducks always came back for more — yes, bread — apparently none the worse for rough handling by the swans. Believe me, a good time was had by all, even the swans, and I'm taking this opportunity of saying "thank you" to your sportsmen for my share in the fun.

To those of us who hunt deer, it is a thrill to feed them by hand. I got some apples and went down to the fence looking for them. They were not in sight, but I clapped my hands and whistled, and finally, way off, I saw the familiar sight of running deer, but instead of running away, they were running toward me. The does and fawns came right up to me, but the bucks kept their distance. They were not afraid of me, but of the does who threatened them if they became at all bold. I notice that one of the does has been injured. Do you know what happened to her?

What a fine flock of Canadian geese you have! Do you expect them all to stay this winter, or will some of them fly away when the flocks go over this fall? Zan.

Thank you, Zan, for telling us that you enjoyed your vacation in East Jordan. We do appreciate your interest in the wildlings that live in our park, and thank you for calling attention to the very real debt we all owe and should acknowledge to the Sportsmen's Club. Perhaps I have been taking too much for granted my pleasure in feeding the deer and watching the graceful (but greedy) swans. And did you know that the deer will eat bread, too? We found this out by accident when we threw bread to the geese in the deer park.

I will watch and see if any of the geese fly away. Perhaps their wings have been clipped, I do not know. Perhaps they will be content to stay where they are safe and well fed. The lame doe was found injured in the woods, I think. Perhaps a member of the Sportsmen's Club will write a letter, answering your questions. I should be much pleased to publish such a letter.

Dear Mrs. Harrington:

The "water wisp", legendary to some, is still reliable. Mr. J. D. Frost recently drilled a well on his farm on the Ellsworth road, and this well was located by means of the wisp. The wisp must be of willow, witch hazel or peach. It must be crocheted or "Y" shaped, each arm about 18 inches long. It is grasped firmly by each hand to get a pressure hold, with the "Y" end up. Mr. Frost said he walked slowly over a space of ground about 10 or 15 feet square where he hoped the well could be driven. When water is located, the force is so strong the wisp turn or revolves and needs a strong grip.

Mr. Frost's well is 112 feet deep and the water very soft considering the depth. Years ago Mr. Frost's father located water for wells in Saginaw County for early settlers. Not everyone can locate water by this method. So the person for whom the wisp will turn must possess an indefinable force as well.

Hope this may be of interest to you. M. B. P.

I have heard of this interesting power claimed for witch hazel, but not of peach and willow wisps. Some

folks claim the divining rods point down toward hidden gold and silver as well as toward hidden water. Did you know that Aaron's rod was made of witch hazel, and that Circe used a witch hazel wand to turn her lovers into swine? What a lot of harm could come from a witch hazel switch getting into the hands of the wrong person!

True or false, the thought of locating a well with a crocheted stick is an exciting one, and who can deny that when the stick points downward it points toward water? Thank you for your letter. Please come again.

I still think there is nothing in bouquets to rival a great fragrant mass of the flowers found in the garden at this season. I never consider a bouquet satisfactory until it contains a representative from every blooming plant! (And I do mean blooming!) Cosmos, zinnias, annual phlox, snap dragons, nicotiana, petunias, bachelor buttons, marigolds, a stray spike of delphinium, annual baby's breath, pinks, salpiglossis and scabiosa — I am always interested to see how harmoniously they settle their differences, and how agreeably they combine hues and scents in a manner that is all good.

Now is the time to collect and label seeds for next spring's planting. Herbs should be gathered and dried now, too, before the frost comes to wither them.

What birds do you see about your yard now?

HOME MANAGEMENT PROJECT

The women of Antrim County enrolled in home economics extension groups this year will study things they need to know about conducting the business side of homemaking. The meetings are planned to inform the progressive homemaker about some of the laws which affect her family.

"We do not expect the women to become law experts in four lessons," says Miss Helen Noyes who will conduct the meetings. "We do know that women are interested in knowing about such things and that much interest is aroused in putting family affairs in order."

Some facts about checks, notes, mortgages, automobile laws, wills and estates will be some of the items to be considered by Miss Noyes who is home management specialist at Michigan State College. Since women may own property in their own right and many must do so whether married, widowed, or single, it is a protection to know enough facts to be an intelligent business person.

Included in the discussions will also be some information on the establishment of a business or planning center for the household and the making of a household inventory.

An additional feature will be a discussion of price trends of food, shoes, overalls, and other family necessities, as indicated by outlook reports for the year. The effect of these price trends upon the family living is one of the worries of every homemaker who must plan ahead for family needs.

The series which is one of the newer projects of home economics extension work is being offered for the first time in Antrim County. The titles of the meetings are as follows: 1. Laws concerning property rights. 2. Michigan laws affecting the family. 3. Planning that pays. 4. Keeping up with 1940.

The series of four meetings for the leaders of the groups begins on Wednesday, September 27, at the Community Hall, Bellaire, according to Walter G. Kirkpatrick, County Agricultural Agent, who is making local arrangements. It is expected that many more women will be enrolled in the project during the coming winter than last.

MAIL SCHEDULE

EAST JORDAN P. O.

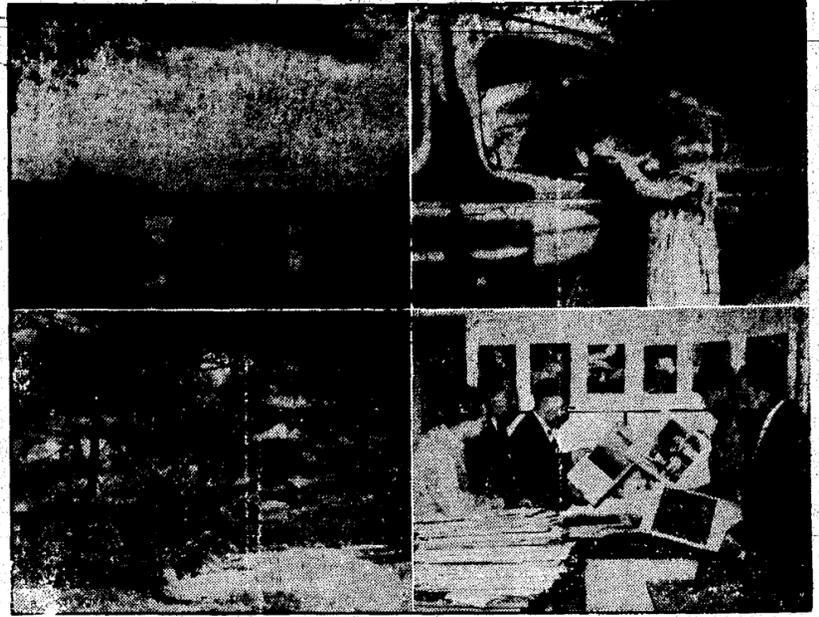
OUTGOING

6:30 a. m. — North and South, first class and newspapers. Tied at 5:30 p. m. previous night.
12:00 m. — North, first class.
South, parcel post.
3:00 p. m. — South to points from Grand Rapids.
NOTE — All first class mail and parcel post should be in post-office one-half hour before pouching time.

INCOMING

6:30 a. m., 2:40 p. m., 3:00 p. m.

WINNING PHOTOGRAPHS IN MICHIGAN CAMERA CONTEST



The three prize-winning photographs in the Michigan amateur camera contest, sponsored by newspapers of the Michigan Press association in cooperation with the Michigan State Fair, are shown, together with a picture of the five-man judging team. "Snug Harbor" (upper left) a view of the port at Cheboygan, was made by James D. Bobb, Jr., Kalamazoo, who won \$100. The \$50 second prize went to Bruce W. Daines, Highland Park, whose view (upper right) of a child and a dog was taken on a family picnic at

Port Huron. Lower left is the third place photograph of a woodland scene taken at Dearborn by Edward H. Gignac, Dearborn, who received \$10. Forty awards were also given for honorable mention. Mr. Bobbs used an Argus camera. Daines a Brownie, and Gignac an Ikonta. The judging team, considered 213 photographs. Judges were George Averill, Birmingham Eccentric; chairman; Philip T. Rich, Midland Daily News; Wm. Kuenzel, Detroit News; Jack Smith, Detroit Times; and Joe Kalac, Detroit Free Press.

How Much Does Advertising Really Cost?

- Not long ago, we heard a house-to-house salesman tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise."
- Many of you no doubt would believe such a statement, but how many of you realize how little advertising really costs? As a customer every day in your life, you are entitled to know.
- Automobiles are extensively advertised. But despite the hundreds of colored advertisements in large magazines, despite the huge newspaper advertisements you see frequently, only 3½ per cent of the selling price of a car goes for advertising. This is about \$17 on a \$500 machine. — Yet before advertising made large-scale selling possible, you paid \$1,000 for a car not so good.
- Coffee, canned foods, soft drinks, and so forth, have large advertising budgets. Yet only 5½ per cent of the selling cost, or 1/2 cent on a 10 cent can is used for promotional advertising.
- The average retail store spends from 1 per cent to 4 per cent on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.
- Think it over! Isn't it worth your while to pay this much for the knowledge that advertising gives you? And isn't it worth knowing that the low prices on extensively advertised products are made possible only through the volume production that this advertising brings?

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