

Local Happenings

Mrs. Frank Creswell is visiting a sister in Toledo for a couple weeks.

Mrs. Jessie Hager was week end guest of friends and relatives in Petoskey.

Miss Mary Carolyn King will visit Detroit friends during the Thanksgiving vacation.

Mrs. A. L. Hilliard, who has been spending the summer here, went to Lansing for the winter.

Frank Creswell left Monday for Ann Arbor where he will receive medical care and observation.

Mr. and Mrs. Paul Sloniker and daughter Helen Jane are spending Thanksgiving with relatives at Benzonia.

Mr. and Mrs. John Smith leave this Wednesday for Flint, where they will visit the former's parents during the Thanksgiving recess.

Mrs. G. W. Atkinson, Martin Ruhling, Sr., and Mr. and Mrs. Max Atkinson of Jackson spent the week end here visiting at the homes of Mr. and Mrs. Earl Ruhling and Mrs. Ida Kinsey.

Norwegian Ladies Aid will meet with Mrs. Martha Kamradt, Thursday, Nov. 30th.

Harold Price of Grand Haven was here over Sunday for a visit with his mother, Mrs. Ida Kinsey.

Miss Jean Davey, local teacher, will spend Thanksgiving recess visiting friends in Flint, Mich.

The Lutheran Young Peoples League will meet at the home of Ludwig Larson, Saturday, Nov. 25.

Francis Votruba is here from Lansing to spend Thanksgiving with his mother, Mrs. Eva Votruba.

Hazel and Frank McKay of Lapeer were guests of their aunt and cousin, Mrs. Milton McKay and Mrs. Jessie Hager, the fore part of last week.

Mrs. Clarence Pizzola and son Clarence of Pontiac were guests of the former's brother and father, at the home of Mr. and Mrs. James St. Arno.

Miss Frances Lenosky, who is taking a nurses' training course at St. Mary's hospital, Grand Rapids, is to spend Thanksgiving with her parents, Mr. and Mrs. Albert Lenosky.

Mr. and Mrs. Albert Nesman and children of Benzonia will arrive here this Wednesday to spend Thanksgiving with Mrs. Nesman's parents, Mr. and Mrs. W. E. Malpass, and other relatives.

Miss Sylvia Niemi and Miss Beryl MacDonald, teachers in the local school, will spend Thanksgiving vacation at their homes in Munising and Ironwood.

Milton Ward of Belding and James Ward of Lansing were guests of their mother, Mrs. Mae Ward, last week. While here they spent some time in deer hunting.

Mrs. L. MacGregor accompanied her son John MacGregor and wife of Bellaire to Clare, where they spend week end with their husband and father, L. MacGregor.

Mrs. Clarence Healey returned home Monday from Columbus, Ohio, where she spent the past three weeks with her daughter and son-in-law, Mr. and Mrs. Allan Kunze.

Frank F. Sifert, Petoskey business man, passed away there Monday night. Mr. Sifert was a well known horse racing enthusiast, and participated in the Charlevoix County Fair's racing events for years.

East Jordan Extension Club No. 2 met at the home of Mrs. Rex Hickox Friday evening, Nov. 17. The lesson on Laundry Equipment was given by leaders, Mrs. Eleanor Scott and Mrs. Rex Hickox. Afterward a lunch was served by the hostess assisted by Mrs. Percy Penfold.

Members of the Jordan Valley Co-operative Creamery enjoyed a venison supper at the I.O.O.F. hall, Tuesday night. The manager, Percy Penfold, was among the fortunate deer hunters, getting an eight pointer, 175 pound, deer early Wednesday forenoon of the day of the season's opening. The kill was made south east of Mancelona. Some 28 members of the Creamery staff and their families participated in the feast. The crew plan next year to draw lots to see just who will accompany Mr. Penfold on the hunting trip as, with the staff gradually increasing, it will be necessary to get more meat.

Miss Lela Muck, second grade teacher, will spend Thanksgiving recess with her parents in Jackson.

Mr. and Mrs. Lester Walcutt and son will be Thanksgiving guests of Mrs. Walcutt's parents at Alpena.

Miss Virginia Ruttie, home economics teacher, will spend Thanksgiving with her parents at Carsonville.

Mr. and Mrs. Joe Montroy returned home Monday from a visit with friends and relatives in Flint and Detroit.

Miss McLean leaves this Wednesday for her home at Marquette where she will spend Thanksgiving with her parents.

Miss Louise Keeler, commercial teacher, will spend Thanksgiving vacation at the home of her parents in Frankfort.

Mr. and Mrs. Arnold Dedoes and children of Detroit were week end guests at the home of Mr. and Mrs. Ted Malpass.

Miss Emma Courier leaves this Wednesday to spend the balance of the week with her son, John and family, at Davison.

Miss Mary Finch, high school teacher, will spend Thanksgiving vacation at the home of her parents in North Liberty, Indiana.

Miss Ethel Vanderzalm, local first grade teacher, will spend Thanksgiving vacation at the home of her parents in Grand Haven, Mich.

St. Ann's Altar Society will meet Thursday, November 30 in Saint Joseph School. Hostesses Mrs. Peter Zoulek and Mrs. William Zoulek.

Mr. and Mrs. Frank Bretz and son Otto and daughter Barbara of Detroit were week end guests of Mrs. Bretz's parents, Mr. and Mrs. W. E. Malpass and other relatives.

The Wednesday Evening Circle of the Presbyterian Aid will meet at the Church Wednesday evening, Nov. 29. Mrs. Clayton Saunders and Mrs. John Peebles will act as hostesses.

Thursday, December 7, is the date set for the Turkey Dinner and Bazaar sponsored by the East Jordan Presbyterian Ladies Aid Society. Further details and announcements in next week's Herald, adv.

The Nov. Meeting of the W. C. T. U. will be held at the home of Mrs. Flora Lewis Monday afternoon, Nov. 27, at 2:00 o'clock, instead of Monday evening. Mrs. Margaret Smith District Pres. of Gaylord will be present and other visitors. Everyone welcome.

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

10:30 a. m. — Morning Worship.
11:45 Sunday School.
7:00 p. m. Young Peoples Meeting.
8:00 p. m. Adult Bible Class.

Full Gospel Church
Rev. Arden Ragsdale, Pastor

Sunday school — 11 a. m.
Worship — 12 noon.
Evangelistic service — 8 p. m.
Wednesday prayer service: 8 p. m.
Everyone Welcome.

Christ Evangelical Lutheran
(German Settlement)
V. Felfen — 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.

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.

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.

REORGANIZED Latter Day Saints Church
C. H. McKinnon, Pastor

10:00 a. m. — Church School.
11:00 a. m. — Morning Service.
7:30 p. m. — Evening Service.
7:30 p. m., Wednesday Prayer Service.

8:00 p. m., Thursday — Zion's League.
Starting Sunday, Oct. 29th, there will be a series of nightly meetings conducted by L. D. S. Missionaries Herbert Lynn and Arthur Gibbs at this church.

A MODERN CONVENIENCE
On the old-fashioned, narrow highways, just wide enough for two cars to pass, many a time a couple of cars would collide. But now they're building highways much wider, enabling three or four cars to smash at one time.

Church News

St. Joseph Church
East Jordan

St. John's Church
Bohemian Settlement
Rev. Joseph J. Malinowski, Pastor
Sunday, November 26th, 1939
8:30 a. m. — Settlement.
10:30 a. m. — East Jordan.

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

Preaching — 11:15 a. m.
Sunday School — 12:15 p. m.
Epworth League — 7:45 p. m.

CANDLE LIGHT SERVICE
The Epworth League held a very impressive "Candle Light" Service Sunday evening Nov. 19 in the church Auditorium. The following officers were duly installed by Rev. Matthews: President, Wilbur McDonald; First Vice-Pres Russell Conway; Second Vice President, Forest Rogers; Third Vice-Pres. Howard McDonald; Fourth Vice-Pres. Patricia Vance; Secretary Barbara Bader; Treasurer Shirley Sturgell. Following the installation service twenty-five young people "took the pledge" and signed the secretary's book to become regular members of the East Jordan chapter of the Epworth League.

Seventh-day Adventist
S. W. Hyde — Pastor

Sabbath School — 10:30 a. m. Saturday.
Church Service — 11:30 a. m. Saturday.

IF IT'S
A BANK
MONEY
ORDER



You won't lose your money if you lose a Bank Money Order. If you make a payment by Bank Money Order your receipt and our records will prove that you paid. You can buy Bank Money Orders easier and you will pay less for them than for other kinds of money orders. Others will like it and you will like it — if you pay by Bank Money Order.



STATE BANK of EAST JORDAN

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
There is No Substitute for Money in the Bank

TWO FARMS Must Be Sold AT ONCE!!!

120 ACRES - Four Miles Out
SW¹/₄ of NW¹/₄ and E¹/₂ of NW¹/₄ Section 15, Echo Township, Antrim Co.

40 ACRES - One Mile Out
SW¹/₄ of SW¹/₄ Section 13, South Arm Township, Charlevoix Co.

W. L. JONES, Receiver
PEOPLES STATE SAVINGS BANK
East Jordan, Mich.

One Retailer to Another!

NINE GOOD POINTS FOR ADVERTISING IN NEWSPAPERS

A big retailer who has spent the greater part of his advertising appropriation in good newspaper copy gave ten points which had helped him to become a successful business man through advertising. The nine points:—

1. I advertise regularly. Every issue of the paper takes my story to its readers.
2. I make every ad look like mine. Years ago I adopted a distinctive style, and have stuck to it. I use plenty of white space. My ads are never hard to read.
3. I put into my newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it three per cent of the previous year's gross, with more if special conditions justify it.
4. I brighten my ads with frequent illustrations, either humorous or practical. (The Charlevoix County Herald invites all advertisers to use its free cut service. All cuts must be chosen by Tuesday noon of the week of publication of ad.)
5. I am careful never to over-promise. When I make claims I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop'er up a little."
6. I THINK advertising all the time, I buy goods that will advertise well. Sometimes I buy goods just for their advertising value.
7. I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. DO THIS BY HAVING A DEFINITE HOUR TO WRITE THE COPY.
8. Whenever possible, I carry the nationally advertised goods. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.
9. My salespeople back up my advertising. They often help with suggestions for it, and I see to it that they always read it.

THE CHARLEVOIX COUNTY HERALD

PHONE 32

EAST JORDAN, MICH.

LIGHT RIGHT WHERE YOU WANT IT

Model Shown
\$230
97c Down
75c Monthly

EASY AS HANGING A PICTURE

SIMPLY PIN ONE OF THESE LAMPS TO THE WALL AND PLUG THE CORD IN THE NEAREST ELECTRICAL OUTLET.

Here are but a Few Special Uses

OVER TABLES
SINKS
BEDS

BESIDE CHAIRS
MIRRORS
RANGES
DESKS

IN HALLS
CLOSETS

THE AVERAGE HOME HAS OVER 15 USES FOR WALL LAMPS.

MICHIGAN PUBLIC SERVICE CO.

HAVING BOUGHT THE
RUSSELL HOUSE

We Are Wrecking The Same, And Will Sell Any Or All Of The Building Material, Etc.

We Have The Following Used Materials:

USED LUMBER

Doors Lavatories
Windows Pipe
Flooring Light Fixtures
Brick Radiators

BILL PORTER
EAST JORDAN, MICHIGAN

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

