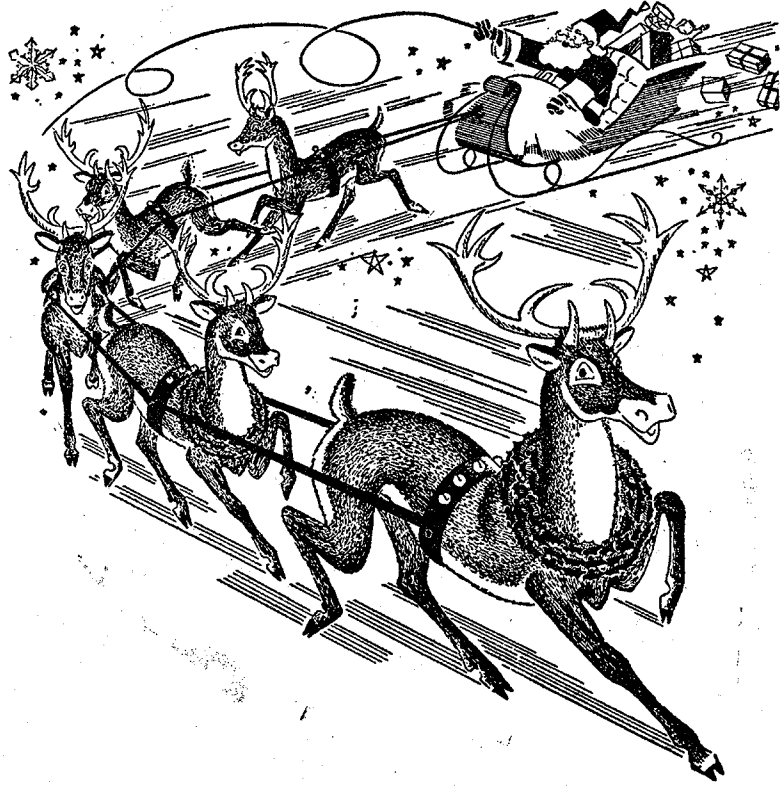


EAST JORDAN NEWS-HERALD

Volume 57 Number 52

East Jordan, Mich. Thurs., December 24, 1953

Section Two



Over The Back Fence

BY MARSHALL

Operation Reindeer has been going on this holiday season. To express America's hopes for "peace on earth, good will to all" the government has joined in preparing special food gift packages for relief distribution in 16 countries of Europe and Latin America.

The program is known as CARE and for \$1.00 Americans have sent packages containing almost 11 pounds of beef, milk sugar, shortening, prunes, beans and rice to a hungry family abroad. The foods were given free to CARE by the Foreign Operations Administration. The \$1.00 was needed to cover cost of shipping and delivering the package as a gift from the individual sender.

* * *

In the same spirit at home we have local groups such as our Churches, clubs and the American Legion Auxiliary thinking always of our needy families at Christmastime.

Those of us who have gotten up Christmas morning as a small child to find no gifts, no bright trimmings, no warm feeling of happiness, nothing but the same un-Christmas like surroundings of the day before, can easily understand the wonderful work carried out by our local organizations at Christmastime.

* * *

Too often we do not give children credit for having similar feelings, urges and wants of adults. And then always a child comes along to make us realize that he is "more intelligent than we thought."

Author Jesse Stuart has written a book, "The Beatiest Boy" in which feed bags saved the day in a touching Christmas story. The book tells how a small boy, a penniless orphan succeeds in giving his beloved Grandma a Christmas present.

He caught some possums, planning to sell their skins, but couldn't make himself kill them. He sawed down a bee-tree, hoping to sell the honey, but Grandma needed the honey to ease her coughing.

Just a week before Christmas, a neighbor showed the lad how to make things out of old feed bags. He stayed up late nights making a fringed tablecloth and nine napkins from two sacks printed with an autumn oak-leaf pattern.

On Christmas day in their cabin, she was the happiest woman in the world.

Author Stuart said: "I knew just such a boy very well and I have eaten many good meals cooked by his grandma, using this very luncheon set of the story."

This book is available at the East Jordan Public Library.

* * *

Using a Christmas Seal research grant, Dr. Edith M. Lincoln, of Bellevue Hospital, New York, has found that in her experience, children with lung-type tuberculosis do not develop such serious complications as TB meningitis when treated with isoniazid, one of the newer TB drugs. Anyone who has ever seen or heard of a case of tuberculosis meningitis knows how much this one research project means. This type of tuberculosis once meant certain death. Making this progress against it is a good example of what is meant when you are asked to buy Christmas Seals.

* * *

It was brought up at a local meeting the other day that so much emphasis is placed upon aiding the needy children at Christmastime that we are often liable to forget that we have lonely men and women living nearby.

Aged men and women living upon small incomes, able to do little for themselves, also find themselves very lonely and unhappy on Christmas day.

Many of these elderly folks have means of support, but no friends at Christmas time. A small gift or a short visit to say "Merry Christmas" will brighten their day and incidentally, your own.

Need Plenty Of Water

Proper Treatment Will Save Our Christmas Trees

★ ★ ★

It's easy to have a green Christmas—at least where trees are concerned and provided that these forest products get proper treatment.

Almost any Christmas tree will stay green and fresh throughout the holiday season if the base is kept in water, the U-M forestry department, says.

Shave a little off the bottom of the tree to expose a fresh surface. This will remove dried resins which may form over the base and prevent water absorption.

With proper care, even the lowly spruce can be kept green; in fact, it can actually be made to sprout buds. Though often blacklisted for early shedding of its needles as it dries, the tree can compete with all others if it has been cut recently and is not allowed to dry out.

The Austrian pine is the prettiest tree locally produced, although it is hard to tell from the Scotch pine, which grows faster and is more open in foliage.

Scotch pines are being very widely planted in Michigan for use as Christmas trees. They are the most popular trees for this purpose.

The Douglas fir and balsam also are good selections, the former keeping "its needles 'til next spring."

Of trees shipped into market longevity depends upon where they have been stored. Even if cut in October, as most are, a cool and moist storage place will enable them to keep their needles as long as the more recently cut ones.

For making wreaths and house decorations most pine is too coarse. But white pine is included in the list of best ingredients along with balsam, spruce and white cedar.

Of the cones, all are good for decorative purposes, except those of the white pine, which are covered with pitch.

Safe Driving Helps Insure Happy Holiday

Happy holiday! Let's not spoil it. Our friends and relatives are here and our children are home from college. Let's play it safe.

Most of our holiday troubles now-adays happen on highways.

So let us all remember safety rules that will insure us against grief when we are all so happy to have our families together in celebration.

1. Be prepared to meet any situation on the road.

2. Get the "feel" of the road. Try brakes occasionally while driving slowly and away from traffic. Find out just how slippery the road is and adjust speed to road and weather conditions.

3. Use chains on ice and snow. Chains will cut stopping distance about half and give four to seven times more starting and climbing traction, safety experts claim.

4. Pump your brakes to slow down or stop. Do not jam them.

5. Follow other cars at a safe distance. It takes 12 times as far to stop on snow and ice as on dry pavement.

Our having a Merry Christmas depends on how well we take sensible precautions.

Drive safely and be happy this holiday!

A Christmas Sermonette

By REV. PHILLIP. FRETHEIM



Luke 1:68 and on: "Blessed be the Lord, the God of Israel; for He hath visited and wrought redemption for His people, and hath raised up a horn of salvation for us . . . we . . . should serve Him without fear, in holiness and righteousness before Him all our days."

In one of the issues of the Salvation Army's "War Cry" there is an article by William F. McDermott in which he tells of a newspaper cartoon from the first World War, portraying the form of an American soldier supine in death on the field of carnage, a bayonet driven through his heart and pinning him to the ground. His body lay face upward, his arms outstretched, making the figure of a cross. His eyes were open and staring skyward, yet the artist had succeeded in making them hopeful and appealing. They seemed to shine even in death. The drawing bore the caption, "You can kill the body, but you cannot kill the soul."

The artist had captured the eternal fact that there are some things which cannot be destroyed. Because our souls have been redeemed, because our souls cannot be destroyed, because the Babe of Bethlehem wrought redemption for us, we should serve the Babe of Bethlehem without fear, in holiness and righteousness all our days!

Are YOU serving Christ in holiness and righteousness? OR, have you succumbed to the paganism of today which are daring to steal Christmas label? Do you steal the Christmas label by drinking whiskey in any manner, shape or form? It is called the "Perfect Christmas Gift." What an affront to the Eternal God that a poison to body, and especially to soul, is termed the "Perfect Christmas Gift."

Dr. L. N. Field, writing in "One" Magazine, says, "Santa Claus can be made to endorse and bless any kind of scene, merchandise, or endeavor, from hot water bottles to hard liquor, from gin rummy to honky tonk, from poker chips to bras. That is certainly more than the Christ Child is willing to do."

Serve Christ without fear, in holiness and righteousness by refusing to serve whiskey in any manner, shape or form . . . refusing all your days!

My Father tells about a refugee boy — a little bit of a fellow — who came over from Europe to make his home here. They took him to all the big stores in downtown USA at Christmas time. They showed him toys and gifts and windows; they showed him Santa Claus. It was quite exciting to him. In just a little while, he was no longer ex-

(Continued on Next Page)

Yes, Virginia, There Is A Santa Claus!

This article, "Is there a Santa Claus?" was in response to a letter to the old New York Sun written by Virginia O'Hanlon in September, 1897. It has been called the most famous editorial article that has ever been written. It has been reprinted in every conceivable form, in every quarter of the globe. Yet 50 years after its publication there is still a tremendous demand for it in the weeks preceding Christmas.

"Dear Editor:

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in The Sun it's so.' Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon,
115 West 95th Street"

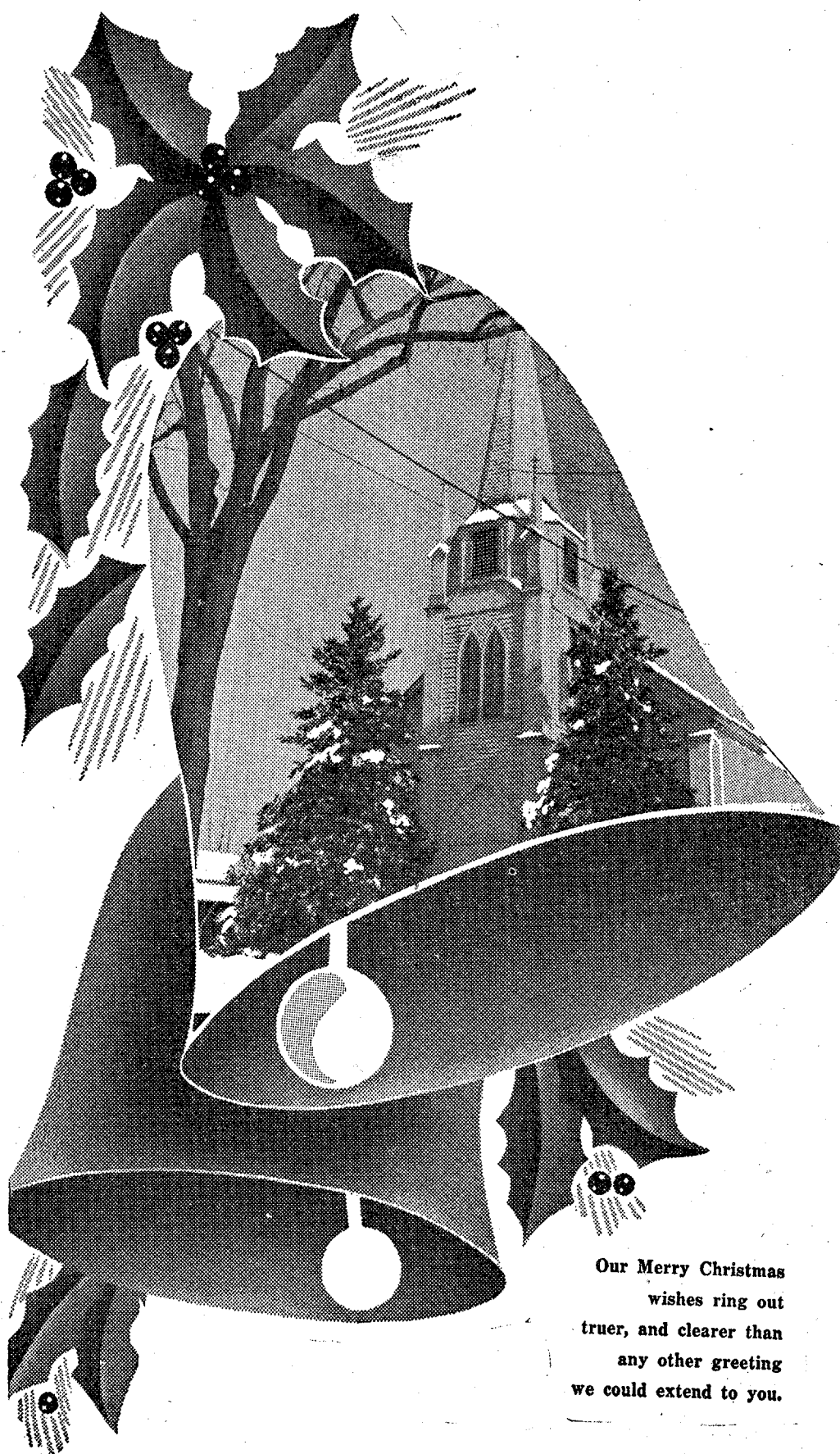
Virginia, your little friends are wrong. They have been effected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the Chimneys on Christmas eve to catch Santa Claus, but even if they do not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad heart of childhood.



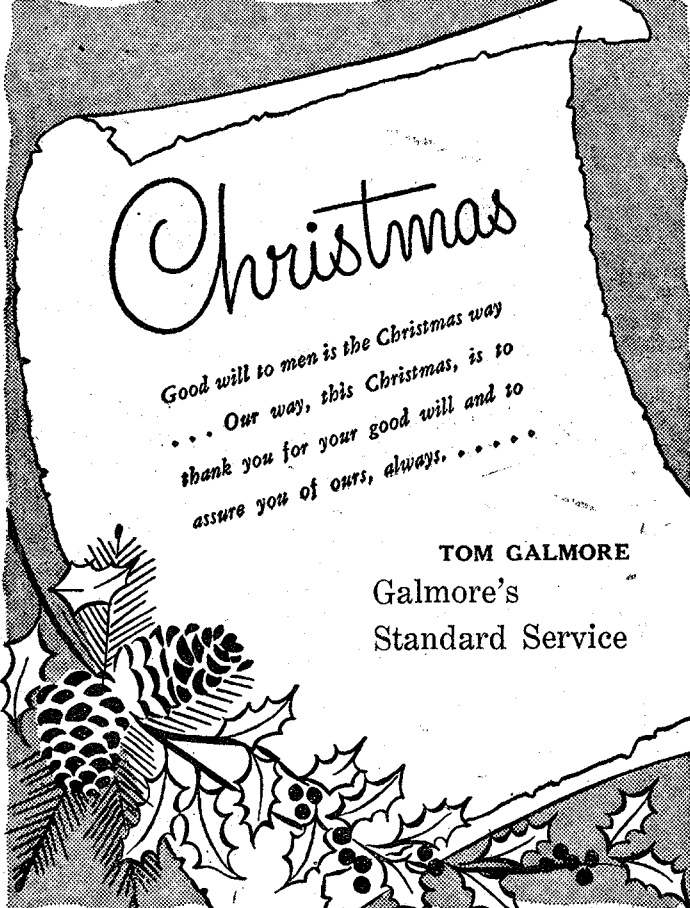
Our Merry Christmas wishes ring out truer, and clearer than any other greeting we could extend to you.

WILMA MARSHALL DAWN
NICK DAVE



**Best Wishes
for Christmas**

The Bakers
and Bonnie
Temple Grill




Christmas

Good will to men is the Christmas way
... Our way, this Christmas, is to
thank you for your good will and to
assure you of ours, always.


**TOM GALMORE
Galmore's
Standard Service**

Noel

May your CHRISTMAS
be a joyride of happiness
and gaiety!



Boyne City Bakery



**Whoops! It's
Christmas Again!**

Amid the bright excitement of the Holiday
preparations — we take this jump into your
Christmas Day and say "We hope that all of
you enjoy a bright and Merry Christmas!"

DAN'S SERVICE

**People Criticized
Greeting Cards**

Be sure to pitch out that old Christmas tree before the natural pitch and resin in it burn you out. That warning came from the National Safety Council as millions of Americans prepared to buy and set up Christmas trees, the traditional symbol of yuletide gaiety, in their homes.

To help prevent Christmas tree fires, the council offers 10 simple precautions:

1. Buy a fresh tree — and choose a small one. It's less dangerous. Be wary of trees sold as "fireproof." And don't attempt to flame-proof Christmas trees with chemical solutions.
2. Keep your tree in a cold place—an unheated garage is fine—until ready to set it up. And do not set it up until you are ready to use it.
3. Before setting up the tree, saw off diagonally at least an inch of trunk and place base in water-containing holder. Keep water well above diagonal cut at all times.
4. Locate your tree well away from fireplaces, radiators, television sets, powerful electric lights and other sources of heat.
5. Never use candles for decorations. Use only electric lights, and be sure these and wiring bear the Underwriter's Laboratories label. Always check wires for defects and loose sockets before putting them on tree.
6. Since too many light circuits in one outlet may overload the house wiring and blow a fuse,

**Heres Some Tips
For Yuletide Safty**

Christmas cards are so much a part of our Yuletide observance that it is difficult to imagine a holiday season without them.

Yet the custom of sending these greetings is little more than 100 years old.

The practice originated in England in 1846. It was suggested by Sir Henry Cole to Joseph Cundall, a London artist, who had a drawing made and lithographed in black and white. About 1000 copies were produced and colored by hand. They sold for a shilling each.

Just as folks laughed at the Wright Brothers when they first tried to fly an airplane, and at other new ideas, the first card was ridiculed. It also was criticized,

distribute the load among several outlets.

7. Turn off the tree lights when no one is to be in the room for any length of time.

8. Do not operate electric trains under the tree.

9. Use only artificial "snow" and decorations of the flame-proofed or non-combustible type for trimming your tree.

10. Move the Christmas tree lights if the tree's needles near them turn brown. And when the needles start to fall, take the tree down and discard it.

on the grounds that it encouraged drinking.

The main scene showed a homely family party of three generations. The principals were toasting with red wine, the health of the "absent friend" — the addressee. The side panels represented the traditional Christmas charities. On one, the poor were being fed. On the other, they were being given clothing.

It was not until about 18 years after the first card made its appearance that the custom became popular. Drawing costs for designs delayed wide use. Artists received large sums because mechanical methods of reproduction had not been developed on a large scale.

But when the nobility adopted the custom, employing distinguished artists to paint appropriate cards, the industry boomed in England. Etchings, both plain and tinted, became popular overnight. Other countries notably Germany and Austria, began to import cards.

The Christmas card was introduced in America by Marcus Ward and Co. of London in the late seventies. The firm had a monopoly for a time. Then a Boston engraving firm began to compete.

The competitive spirit in America took a form so popular today — the contest.

In the spring of 1880, the lithographic firm founded by Louis Prang offered prizes for the best designs. (Writing greeting messages and creating such designs still is a lucrative business for free lancers.)

Nearly 600 persons submitted entries. Cards flooded the American market about a month before Christmas. Now, stores start taking orders in July, for, over the years, senders have turned to cards styled to individual tastes.

**CHRISTMAS
SERMONETTE**

(Continued from page One)

cited. They could not understand why he had no enthusiasm for the things that were sending all the American children into expressions of delight. They asked the little fellow why he had such a sober face and he answered, "Where is Jesus?"

Is Jesus in YOUR Christmas? Are YOU substituting a red suit for Jesus? Let everyone know that JESUS IS IN YOUR CHRISTMAS! Accept Him as your Savior and serve Him without fear in holiness and righteousness all your days!

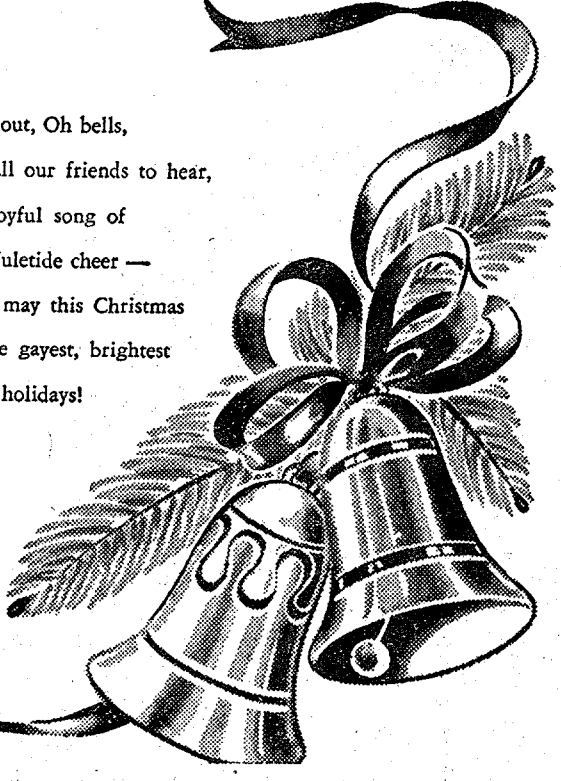
If you are planning a dance or planning to dance these Holy Days you do not have Jesus in your Christmas! If you call your worm-wiggle by the name of Christ, such as Christmas Dance, may we suggest that you leave Christ out of the title because Christ demands that His Name be kept pure and holy and sanctified. The Name of Christ is not made pure by including Him in an instrument of hell.

Serve Christ without fear, in holiness and righteousness by partaking of recreation and parties which are pleasing to Christ and which include Christ, the Bethlehem Babe, the Savior!

A young friend, Gerald, was in the front lines of Korea for many weeks. He was wounded and sent to a hospital. He recovered and was sent back to the front lines. He was wounded again, even more seriously. He recovered after many days in a hospital. He was returned to the front lines. There was no one who could replace him in his particular skills. One day a young man came along who took some of Gerald's equipment, put it on himself and headed off to the battle lines, saying, "I will take your place." Gerald's substitute got to the front lines, went into battle and was killed the first day.

"I will take your place!" . . . Jesus the Babe of Bethlehem spoke these words on Calvary's Cross in order that you and I might not have to die eternally. He spoke these words as He defeated death so that you and I might LIVE! This is Christmas: "I will take your place!"

That is why you and I in this Christmas Season and every season of the year, day after day after day should serve Him in righteousness. . . HE TOOK YOUR PLACE."




Ring out, Oh bells,
For all our friends to hear,
the joyful song of
the Yuletide cheer —
And, may this Christmas
be the gayest, brightest
of all holidays!

**JULIA RUDE'S
GROCERY**

**IT'S THE SEASON
FOR GREETINGS...**

And here's ours: A wish as sincere
and friendly as can be — a hope for a
Merry Christmas to everyone we know!

**Bradshaw's
Dry Goods Store**




**Christmas
Dishes**

Again this Christmas we rejoice as we recall
the many grand associations with our many friends;
To all of you who have favored us with your patronage,
it is our fondest wish that you enjoy every joy, good
health and happiness of this cheery season!


W. A. Porter Hardware

Happy Christmas, everyone!
This ancient wish and true
We choose to carry greetings
From us to all of you!

Happy Christmas, little ones!
And may you shout in glee
To find your dreams all gaily wrapped
Beneath the shining Tree!

Happy Christmas, parents dear!
When the last bow is tied,
And the last train is on its track —
May Joy with you abide!

Happy Christmas, everywhere!
Dear Christ-Child, grant that we
Who watch through the dark night, at last
The Star of Peace may see!



Happy Christmas, everyone!
This ancient wish and true
We choose to carry greetings
From us to all of you!

Consumers Power Co.



To all our many friends who've been so dear,
And to our many customers so loyal,
We wish you all the best of luck and cheer;
And happiness to make your Christmas royal!

Shaw's IGA Super Market

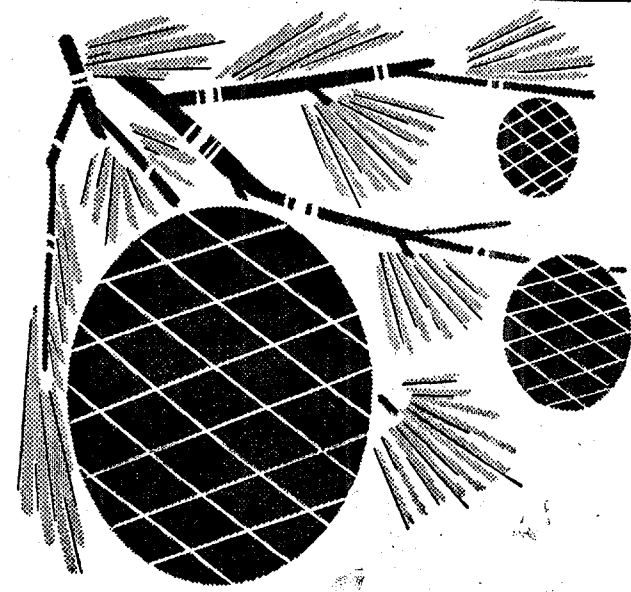
Christmas Time

And numerous indeed are the hearts to which Christmas brings a brief season of happiness and enjoyment. How many families whose members have been dispersed and scattered far and wide, in the restless struggle of life, are the reunited, and meet once again in that happy state of companionship and mutual good-will which is a source of such pure and unalloyed delight, and one so incompatible with the cares and sorrows of the world, that the religious belief of the most civilized nations, and the rude traditions of the roughest savages, alike number it among the first days of a future state of existence, provided for the blest and happy!

How many old recollections and how many dormant sympathies Christmas-time awakens!
—Charles Dickens

Twelve Days . . .

The feast of Christmas is our greatest holiday, and yet nobody knows who first celebrated it, or when, or how. Various communities of Christmas kept the day on different dates, until about the middle of the fourth century when Pope Julius established the Festival at Rome on December 25. That is why, it is believed, that the period between Christmas Eve December 24th and Epiphany or Twelfth Night, January 6th is known as Christmas-tide.



The fragrance of pine cones could scarcely be sweeter or more stirring than our deep gratitude for your continued patronage and unflinching loyalty. May we wish you one and all a Merry Christmas.

Ralph and Millie Hilts

EAST JORDAN CLEANERS

Joy

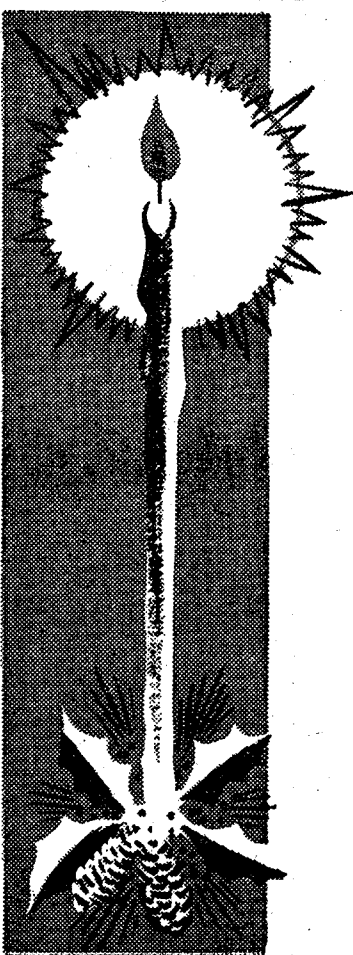
AT CHRISTMAS

Our greatest delight, at this happy time of the year, is to wish our many loyal customers and friends a holiday season filled with the sparkle and gaiety of the Yuletide spirit.

Sommerville's Grocery



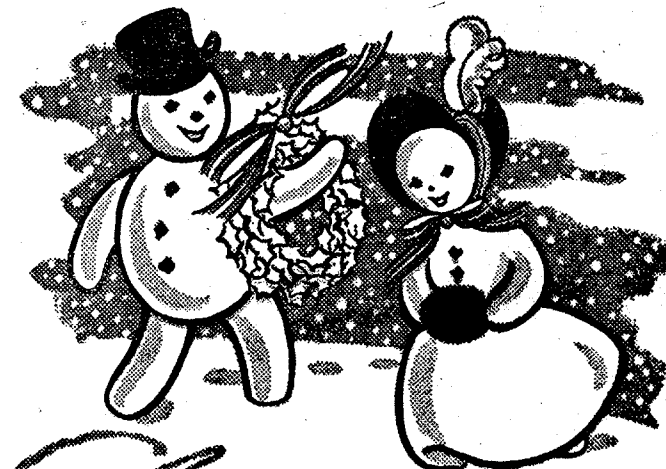
Gidley's Drug Store



A Happy Yuletide

As Christmas again lights the world with its message of peace and good will, so our thoughts are brightened by the warm memories of pleasant associations contributed by our friends.

Donna and Andy
ANDY'S DUCK INN



Christmas Cheer

HUCKLE'S STUDIO OF PHOTOGRAPHY

Bill and Doris Huckle

LE 6-2332
119 Main St.

LE 6-7043
East Jordan

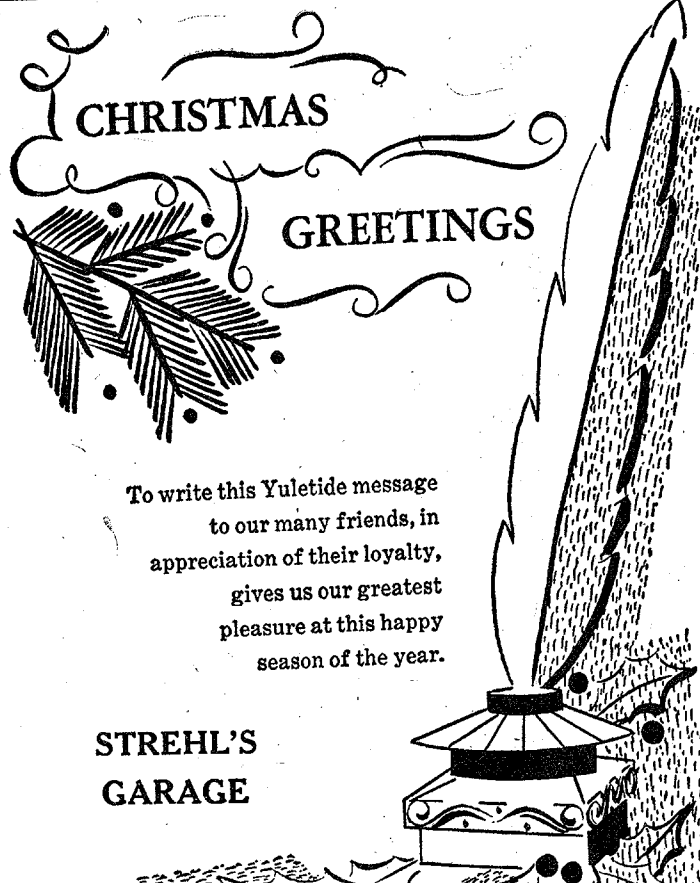


In The Spirit Of The Season

We want to rejoice with you and your family during this most blessed of Seasons . . . And to wish each and everyone of our many friends and customers — the Merriest Christmas — ever!

EAST JORDAN COOPERATIVE COMPANY





CHRISTMAS GREETINGS

To write this Yuletide message to our many friends, in appreciation of their loyalty, gives us our greatest pleasure at this happy season of the year.


STREHL'S GARAGE

A Christmas Greeting . . .

I salute you; There is nothing I can give you which you have not; but there is much, that, while I cannot give you, you can take . . . No heaven can come to us unless our hearts find rest in it today. Take Heaven . . . No peace lies in the future which is not hidden in the present. Take Peace . . . The gloom of the world is but a shadow; behind it, yet within our reach is joy. Take Joy . . . And so at this Christmas time, greet you, with the prayer that for you, now and forever, the day breaks and the shadows flee away. —Fra Giovanni, 1513, A. D.

No Room At The Inn

No room that night was left at the Inn,
No place could be found for a stranger.
Two weary travelers who turned from their din
Found rest at last in a manger.
In the manger that night a baby was born
To those whom the Inn turned again
And the Shepherds afar came there in the morn
Bringing gifts to the Savior of men.
No room in the hearts of many today
No place for His love will they make
He knocks at the door, they turn Him away
And neglect Him for other guests' sake.
Other guests of ambition of pleasure and pride,
Of selfishness and the getting of gold.
Forgetting the cross and the wound in His side,
And the nail-pierced hands they might hold.
Oh, Bethlehem Inn, full of music and light,
With your guests decked in brightest array,
Had you give them room, turned into the night
Your fame had gone forth to this day.
Oh, soul, fling open your windows and door,
Let the Bethlehem Stranger come in
For the baby 'twas born in the manger of yore,
Came from God to save you from sin.
—by Homer J. Williamson



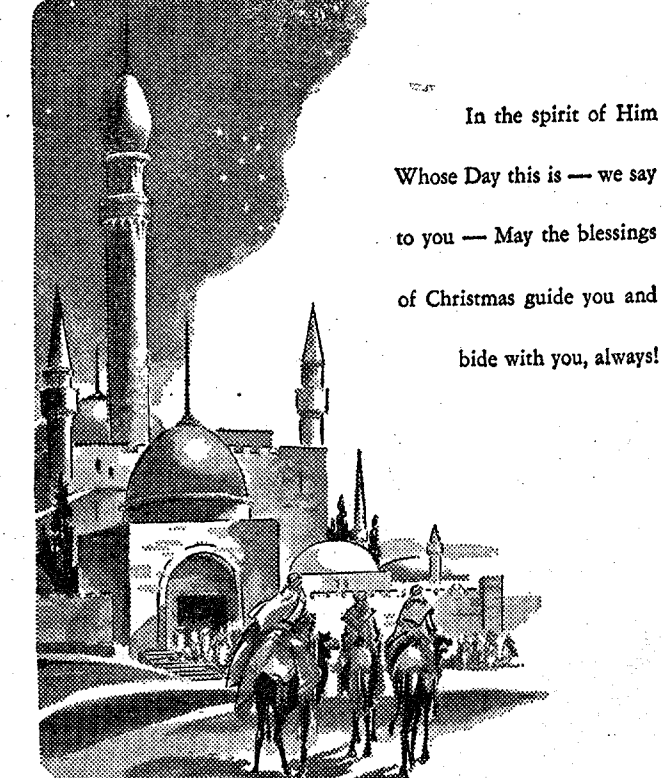
We extend our sincerest wish that your holiday be filled with spiritual joys and all the happiness that express the deepest significance of the blessed Yuletide. . . .

**CLARENCE and GLEN
JORDAN HEATING
AND REFRIGERATION**




We're sending you our very best wishes, gift-wrapped in a beautiful Christmas package, and tied firmly with a generous bow of enduring friendship.

**SHERM'S
PURE SERVICE**



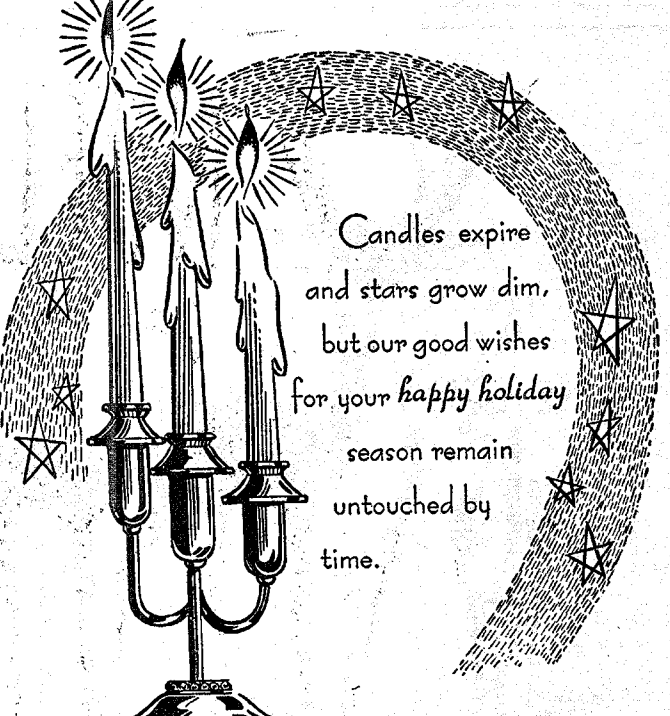
In the spirit of Him Whose Day this is — we say to you — May the blessings of Christmas guide you and bide with you, always!

WHITEFORD'S 5c TO \$1.00 STORE




We're on the right track to wish you carloads of joy and happiness at CHRISTMASTIME!

**WADE and EVA
HEALEY HARDWARE**



Candles expire and stars grow dim, but our good wishes for your happy holiday season remain untouched by time.

**JOE WILKINS
Fyr-Fyter Distributor
WOLVERINE FIRE EQUIPMENT SALES**



A SONG FOR CHRISTMAS

Same old song, but always new — Merry Christmas — to all of you!

Your A & P Food Store Employees

In Other Lands

Italy's Christmas is set with a profusion of pretty flowers and graceful olive trees. Their Santa is the beneficent old witch, "Befana," who, clothed in rags, rides from house to house on a broomstick, leaving presents beside the hearth for the children.

The Polish Christmas centers around songs which are a combination of the religious and secular sentiments of the people, sung in memory of the Savior's birth.

Before going to bed in Denmark on Christmas Eve, the Danish climb the attic stairs and place a bowl of porridge and a pitcher of milk before the door. They arise early the next day, to find the food has disappeared during the night.

In Switzerland Samichlaus is met in the streets of the large cities by happy, applauding children. He is usually a young Bishop, accompanied by grotesquely masked attendant Bishops carrying the triple purse associated with St. Nicholas. While the good Bishop distributes apples and cookies, the attendant Bishops collect alms.

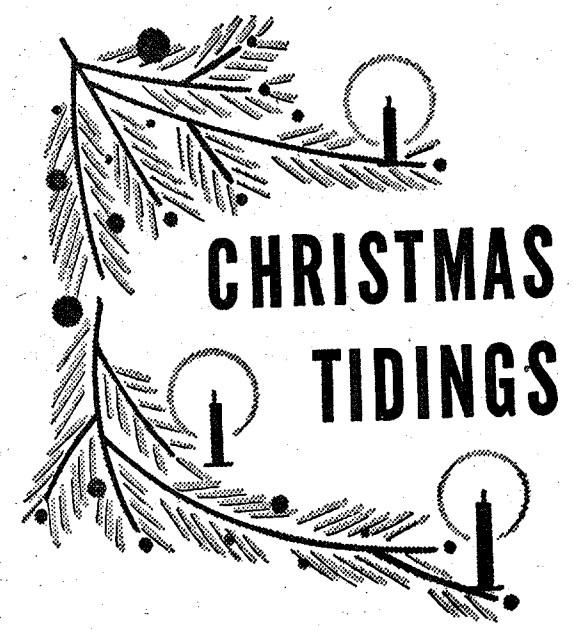
Make Way For Youth

The WJR "Make Way for Youth" chorus which will play a prominent role in WJR's unique "Goodwill Cavalcade" has served as a stepping stone to professional success for many talented youngsters.

Among the graduates of the WJR chorus who have made good professionally are the Skylarks now with Betty Hutton and formerly with Harry James; the Melodiers with Horace Heidt; the Wayne King chorus; the Spellbinders on WJR's "Guest House" show; Bob Hund, baritone with the Dumont TV network; and Lynn Burns, soloist with Henry Busse's orchestra, and Maureen Bailey, star of "Light Up the Land" and Willoway Playhouse.

The 60-voice "Make Way for Youth" chorus started its eighth consecutive year as a weekly CBS program December 5th. Program originating from WJR, Detroit, was broadcast over the CBS Radio network 2:30 to 3:00 p.m. Eastern Standard Time.

Last year, "Make Way for Youth" was selected by the Voice of America for worldwide broadcast as a striking example of the accomplishments of youth under the American system of freedom and equality.



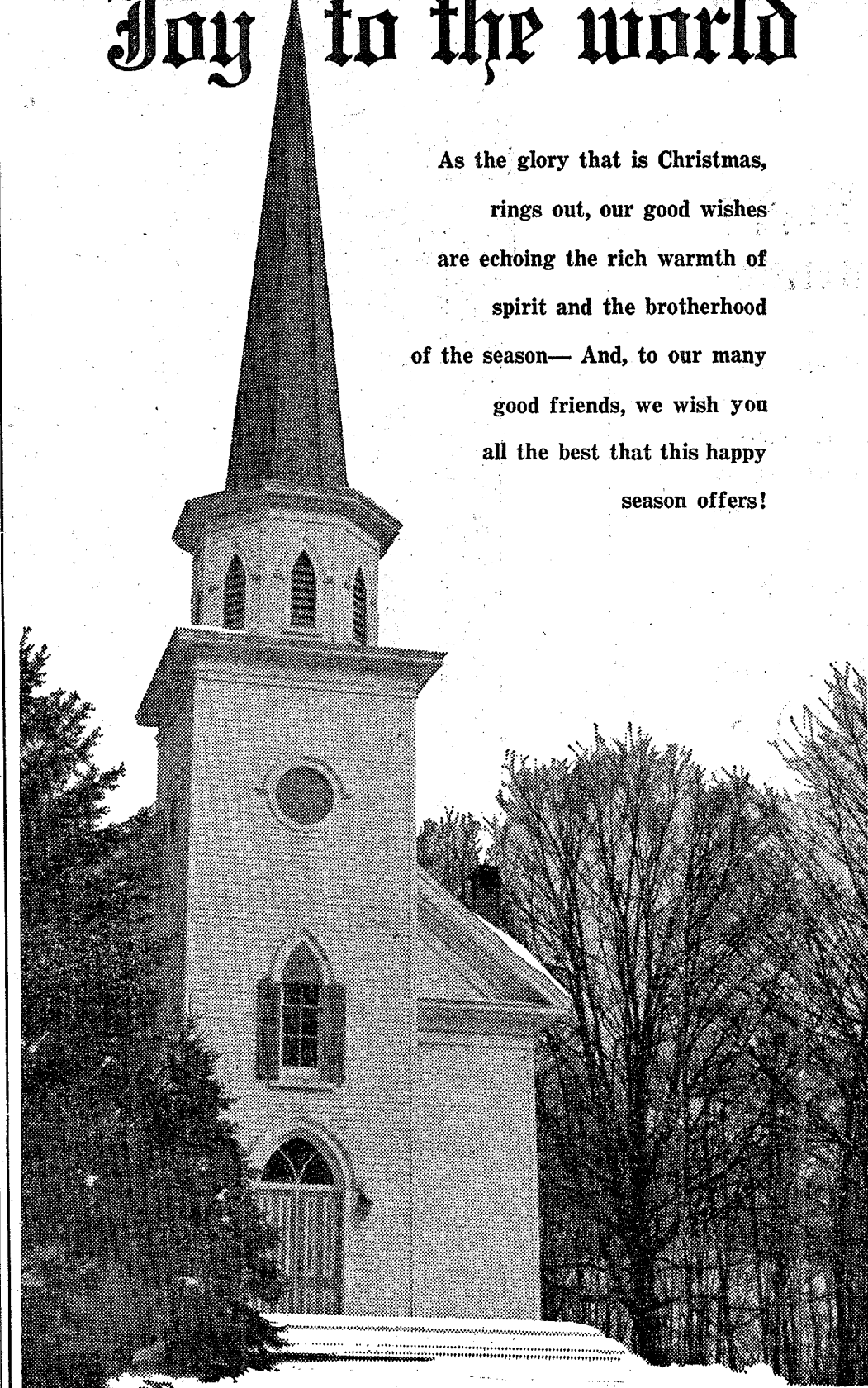
CHRISTMAS TIDINGS

... and this wish: May every branch on your tree bear the symbols of a happy Christmas celebration.

Harold Bader
Bader's Standard Service

Joy to the world

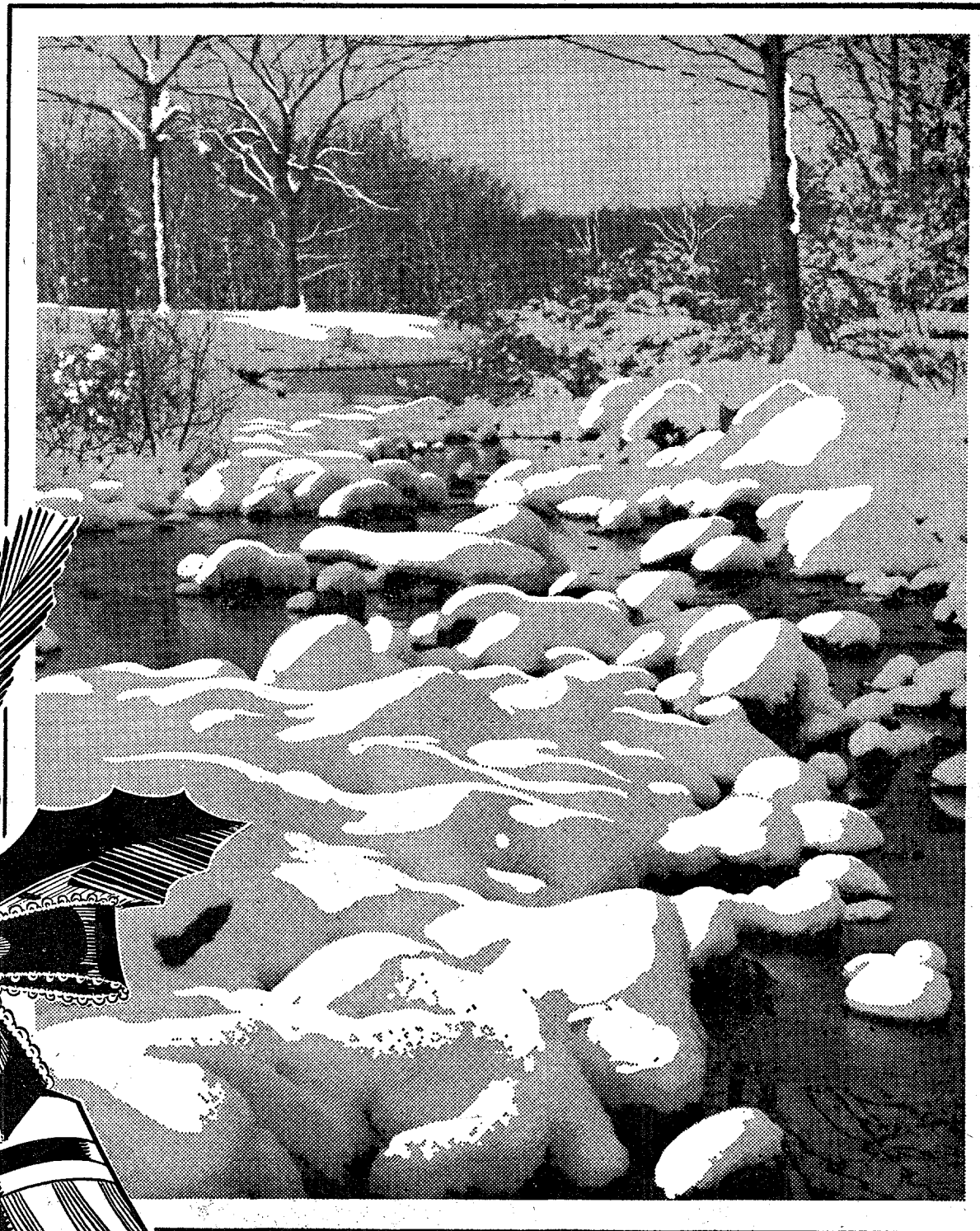
As the glory that is Christmas, rings out, our good wishes are echoing the rich warmth of spirit and the brotherhood of the season— And, to our many good friends, we wish you all the best that this happy season offers!



AL and BEA SINCLAIR

A. R. SINCLAIR SALES

EAST JORDAN — BOYNE CITY — ELLSWORTH — BOYNE CITY



Greetings

At this gay, holiday time let us offer you all the best wishes from our staff! May your Christmas be bright with the many blessings of the season . . . Rich in friendship, bright with gifts of happiness and lasting pleasure. And our wish is not just for Christmas, but for every day of the year 'til the next Yuletide!

FRED G. RICHARDSON, Sr., President

MOUNT CLEMENS METAL PRODUCTS CO.

The Festivity Of Christmas

There is something in the very season of the year that gives a charm to the festivity of Christmas.

At other times we derive a great portion of our pleasures from the mere beauties of nature. Our feelings sally forth and dissipate themselves over the sunny landscape, and we "live abroad and everywhere." The song of the bird, the murmur of the stream, the breathing fragrance of spring

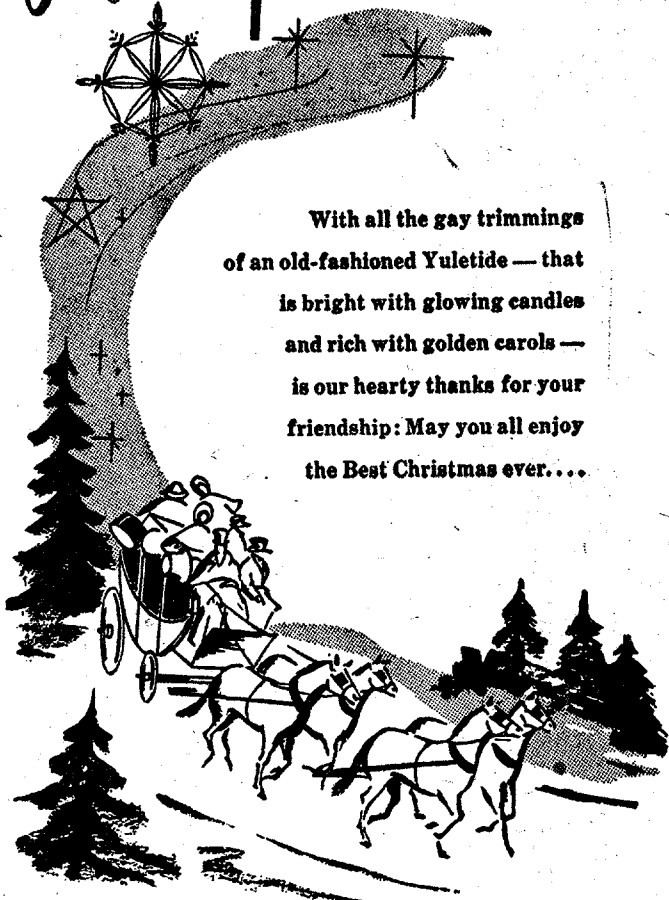
the soft voluptuous of summer, the golden pomp of autumn, earth with its mantle of refreshing green, and heaven with its deep delicious blue and its cloudy magnificence—all fill us with mute but exquisite delight, and we revel in the luxury of mere sensation. But in the depth of winter, when nature lies despoiled of every charm and wrapped in her shroud of sheeted snow, we turn for gratification to moral sources. The dreadfulness and desolation of the landscape, the short and gloomy days and darksome nights, while they circumscribe our wanderings, shut in our feelings also from rambling abroad, and make us more keenly disposed for the pleasure of the social circle. Our

thoughts are more concentrated; our friendly sympathies more aroused. We feel more sensibly the charm of each other's society, and are brought more closely together by dependence on each other for enjoyment. Heart calls unto heart; and we draw our pleasures from the deep wells of loving kindness which lie in the quiet recesses of our bosoms, and which, when resorted to, furnish forth the pure element of domestic felicity.

—and it was always said of him, that he knew how to keep Christmas well, if any man alive possessed the knowledge. May that be truly said of us, and all of us! Every One—

—Dickens's Christmas Carol

A VERY Merry Christmas



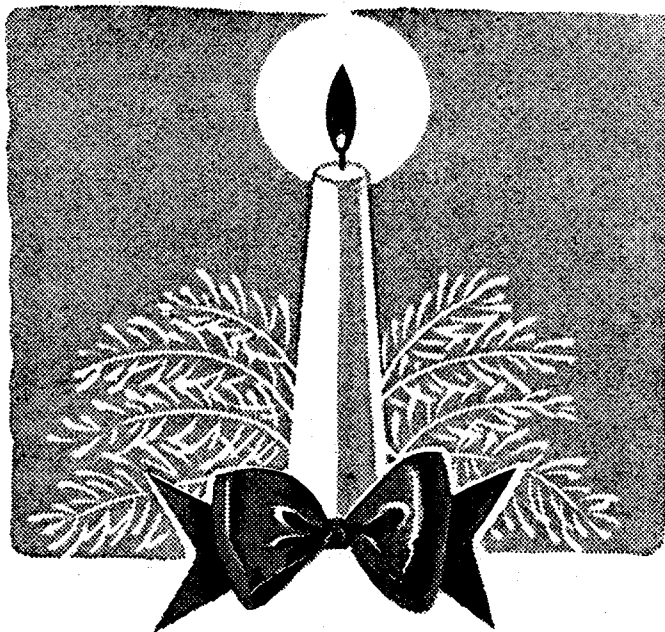
With all the gay trimmings of an old-fashioned Yuletide — that is bright with glowing candles and rich with golden carols — is our hearty thanks for your friendship: May you all enjoy the Best Christmas ever....

Sherman's Firestone Store



CHRISTMAS CHEER RIDES WITH OUR GOOD WISHES!

Hite Drug Co.



In the glowing spirit of Christmas we take pleasure of extending holiday greetings to our old and new friends.

Romaine Plumbing And Heating



Our very best wishes go out to you at this holiday season — along with our sincere thanks for your patronage in the past!

DAHLQUIST STORES, INC.



CHRISTMAS BLESSINGS

The shining star of Bethlehem is the symbol of the spirit of Christmas we find in our hearts as we wish you, our many friends — ALL THE JOYS AND HAPPINESS OF THIS WONDROUS HOLIDAY SEASON

THE DRESS & GIFT SHOPPE
Minnie Webster Des Jardins 111 Main St.



Christmas Greetings

May our Christmas Greetings bring you the highest dividends in joy and happiness! May you make regular deposits of health and well-being, so that all good fortune may be yours till we meet again when Christmas comes once more....

STATE BANK OF EAST JORDAN



Long after the snows melt, we hope that our warm wishes for Happiness at Christmas and thereafter will linger with you . . .

STEPHEN'S IMPLEMENT CO.
Charlevoix



Bill And Mary Ellen
TAYLOR'S WESTSIDE GROCERY

For Those Who Are Less Fortunate

Last December, a 13-year-old Paines Hollow boy heard the appeal in Mohawk Central School for contributions for Santa Claus Anonymous, which provides gifts for less fortunate children. The boy saved his pennies until the Friday before Christmas vacation he had 15 cents. He intended turning it in at school that day, but because of a blizzard the buses didn't run. So he walked all the to school to give the money to Principal Harold Rankin.

If Mr. Rankin had to swallow hard as he accepted the boy's dime and five pennies it's understandable—the youngster was one of those on the list to receive a gift from Santa Claus Anonymous. —Little Falls, N. Y., Evening Times

Many Things That Money Can't Buy

George Horace Lorimer, for many years editor of The Saturday Evening Post, wrote these words:

It is a good thing to have money and the things that money can buy.

But it is good, too, to check up once in a while and make sure you haven't lost the things that money can't buy.

Money can't buy real friendship—friendship must be earned.

Money can't buy a clear conscience—square dealing is the price tag.

Money can't buy the glow of good health—right right living is the secret.

Money can't buy happiness—happiness is a mental attitude and one may be as happy in a cottage as in a mansion.



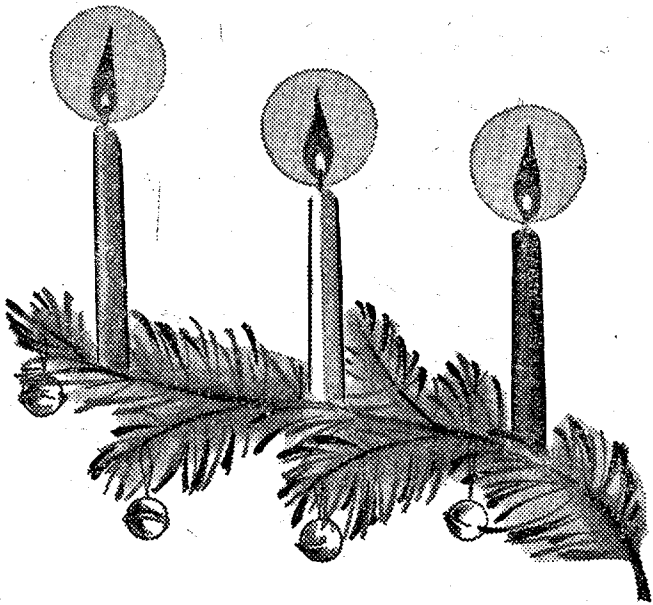
To the many greetings that come your way at Christmas time, we take this opportunity to add ours, with a note of thanks for your continuing friendship and patronage — we say,

A VERY MERRY CHRISTMAS TO OUR MANY FRIENDS!

Robert A. Campbell Agency
BILL SWOBODA, Manager

Glowing candles, slender and tall,

Bring Christmas cheer to one and all!



Golden Rule Station



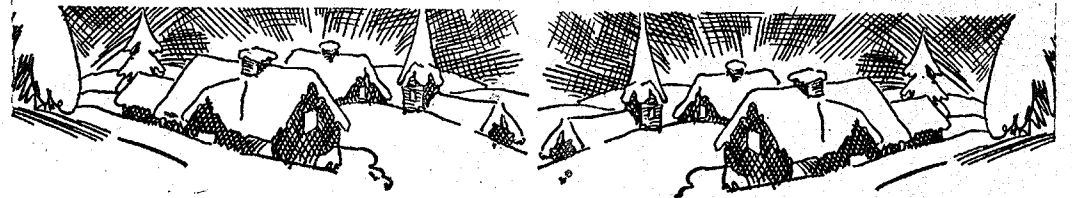
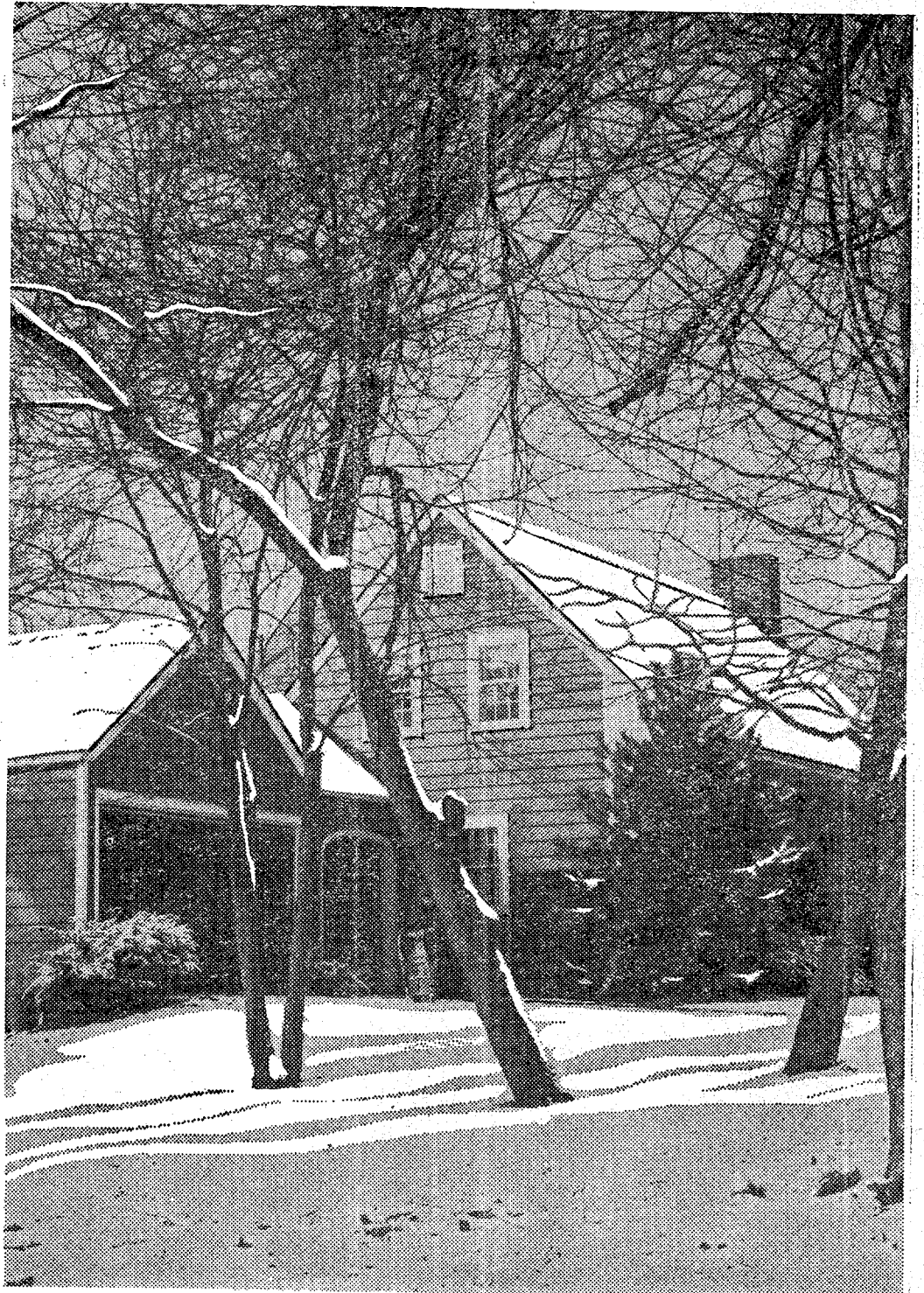
Our thoughts, like good angels, fly to you on Christmas to wish you every blessing of this happy season.

Lavergne And Gene
Anchorage Restaurant



That JOY be with you this happy season — is the sincere wish we extend to all of our many friends! "Merry Christmas" is still the warmest greeting of the season.

EAST JORDAN CANNING COMPANY
EAST JORDAN AND SOUTHERN R. R.



TO ALL OUR FRIENDS

Thrift Super Market

JORDAN FROZEN FOOD LOCKER COMPANY

Conservation Department Sums Up 1953 Operations

Conservation in Michigan took a number of strides forward during 1953, important strides that in the end are going to mean much to the people of the state.

As populations continue to spiral higher and higher, the realization grows that natural resources are definitely limited and extremely precious to all concerned.

With driving impact, Michigan is learning that conservation has got to mean more than hunting and fishing, more than planted trout and traditional deer seasons, more than big timber at the sawmills and state parks on a summer afternoon.

All those things are important enough in their own way, but other aspects of conservation are looming larger as the years progress and more and more these things demand our attention.

The matter of water, for example, claimed the interest of the conservation department's geological survey division with increased emphasis as a large number of municipal and industrial water supply studies were processed. The City of Detroit, searching for a pure water supply, suggested it might have to build an aqueduct 45 miles or more in length to import water from Lake Huron. Other cities were giving studied attention to water supply and pollution problems.

Operators searching for petroleum were drilling deeper during the year, indicating shallow well operations in Michigan may have passed their peak.

Continuing its program of blocking in forests, game areas, parks and wildlife projects, state land buyers purchased nearly 11,000 acres of land for public use. Tax reversions brought another 1300 acres under state ownership.

But lands in public domain did not increase through department purchase during the year, 13,000 acres and 3,800 platted lots were sold at auction land that did not fit into state projects or that was otherwise unusable by the public.

Timber sales during the year accounted for \$300,000 in revenue. Timber is offered for public sale only when merchantable, and adequate reforestation practices are used after cutting.

In a number of other ways, Michigan moved forward as a timber producing state. A state forest timber inventory was completed in the northern lower peninsula, nursery operations were expanded and management plans slated on private forest tracts.

Fish conservation too, was given a boost as new management plans were set up, based on the findings of research. This fact-finding has progressed largely under direction of the department's institute for fisheries research and its four field stations.

Fishing regulations were also under study and specialists were looking toward further liberalizations of existing laws.

But probably most important from a long-range standpoint was the continuing lake and stream improvement program, now being given more and more emphasis as results bear out its value.

The department also purchased 36 fishing sites during the year, raising to nearly 600 the lakes and streams open to the public.

Public cooperation helped keep forest fires in check during the year, with a lower-than-average 10,500 acres being damaged. In 1952, about 13,000 acres were damaged and the 10-year average is about 17,000 acres of damage annually.

Suggests Big School For World Peace

Creation of a great international university of research for peace where the greatest minds which the peoples of the earth have produced, can study, analyze and formulate a sensible, workable plan for lasting peace is urged by the magazine *INSIDE MICHIGAN* in its Christmas issue.

Everything has been tried but the right thing, the article entitled "Pattern For Peace" asserts, in pointing to the failure so far of UN, religion, education and the efforts of such individuals as Woodrow Wilson, Mahatma Gandhi and other modern leaders in the cause of world peace to bring forth a workable formula.

"We must achieve peace or die by the millions—even face the possible subjugation of an enlightened nation," the article states. "We must find a better way. Again history teaches us that every new weapon destroys its creator; the great conquerors are inevitably defeated and crushed by the peoples they thought they had reduced to subjection. For all they that take the sword shall perish with the sword."

Pointing out that while slowly, year by year, the U. N. is building toward the kind of power that may make international cooperation possible, the article asserts only lasting peace can be obtained through an education that effectively appeals to men's reason.

"A certain element of U. N.'s slow progress in reaching the peoples' minds is that these efforts come down from above, from an ivory tower in far-away New York USA, all packaged and predigested," the article states. "These cultural movements are not something generated spontaneously by

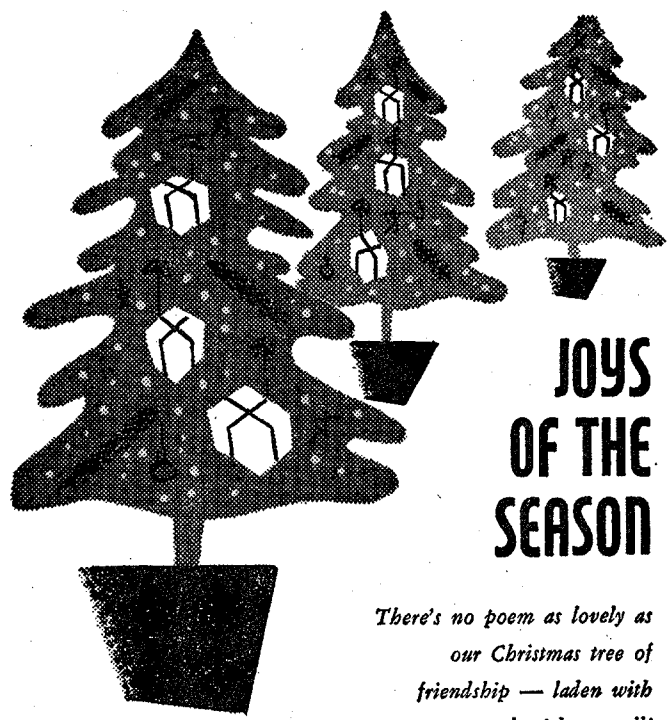
the people themselves. They may be good for the people. But they didn't ask for such things and in many cases don't want them.

"Perhaps all these are steps in the right direction, but none of them provides the basic stepping stone from which we may begin climbing toward peace. The 'right thing' is still beyond our mental reach. But we must take steps to find the answers, through endless research for a formula for peace.

"The solution may not be found in government or among men in high position. Intelligence is not a monopoly of position or title. The common people can think, too. It is a typically American characteristic to produce at each crisis in our affairs a man from the people who arises out of comparative obscurity to such great stature that he becomes a symbol of America . . . America is rich in such men. One such man will arise and inspire a world wide movement for peace if we call upon him loudly enough.

"The foundation of our structure is education, not in UNESCO pamphlets but in international enlightenment on a very high plane. A beginning must be undertaken in the U. S., Canada, Great Britain or elsewhere at a place where the atmosphere is conducive to advanced thought and encouragement will be given. A few men of recognized stature and intellect, sincere in the cause of peace and who have never held political office, should gather there and point the way.

"Such a place would become, in effect, an international university of research for peace. Every accomplishment toward world peace and self-determination for the past three thousand years should be exhumed, studied and analyzed.



JOYS OF THE SEASON

There's no poem as lovely as our Christmas tree of friendship — laden with our good wishes to all

Chris's Men's Wear



... to our friends —
A CHRISTMAS alight
with our sincerest wishes
for a star-studded, happiness-filled
Yuletide season!

KEITH DRESSEL
Real Estate



Each year we find ourselves eagerly awaiting the Christmas season because in it we find the opportunity to express again our appreciation for your thoughtfulness.

Al Thorsen Lumber Co.



best wishes
for the Holidays

PHIL GOTHRO
Phil's Barber Shop



The twinkle of tree ornaments, the glow of warm hearths and the bright sparkle of holiday greenery — all reflect our gay, friendly wishes for your Happy Holiday!

Dip's Tavern



Season's Greetings

AND ALL GOOD WISHES

Milt's Barber Shop



Merry Christmas, everyone — We hope you have a lot of fun, and that Santa brings to each of you, Joy galore for all year thru!

Rainbow Bar



A FRIENDLY MESSAGE FROM GOOD OLD SAINT NICK!

Christmas is many things beautiful! It is the excitement of happy children . . . the silent reverence of folks at prayer . . . the family gatherings . . . the carolers singing . . . the feeling of well-being . . . peace and good-will of man to man! Above all — Christmas is people! And to you, dear folks who are our friends and customers: **HAVE A WONDERFUL CHRISTMAS!**

IDEAL DAIRY

Boyne City

The Serviceman's Letter

G. I. NEWS

Hi Fellas, Sorry to say, Jake won't be with us this week. He's sorry too, and he wishes everyone a very merry Christmas and happiness throughout the new year. He's had illness in the family this week, and has been real busy taking care of them. We've received two Home Town News releases here in the office you'll probably be interested in.

2d DIV., KOREA—Army Pvt. Russell J. Hofman, 20, son of Mr. and Mrs. Elden Hofman, 36530 Plymouth rd., Detroit, is serving in Korea with the 2d Infantry Division.

The "Indianhead" division, which captured Heartbreak Ridge and Old Baldy, is now undergoing intensive post-truce training.

Private Hofman, whose wife, Joanne lives at 808 Mill St., East Jordan, entered the Army last June and completed basic training at Fort Knox, Ky.

Edward E. Sommerville, 21, son of Mr. and Mrs. Peter Sommerville, Route 1, East Jordan, Mich. will spend this Christmas north of the 38th parallel in Korea.

Stationed with the 45th Infantry Division, he will mark the festive season with special religious services. Christmas trees and decorations and the traditional feasts on Christmas and New Year's Day.

Sommerville, who arrived over seas in January 1953, is a radio operator in the 120th Engineer Combat Battalion's Company B. He entered the Army during June 1952.

That's all for this week, and we hope Jake's family recovers fully, and that he'll be back next week. Merry Christmas to everyone.

Marshall

45TH DIV., KOREA—Cpl. Ri-

SHOP EAST JORDAN

A NAVY MAN FOR 14 YRS. HE FOUGHT IN THE MEDITERRANEAN AND PACIFIC DURING WWII AND IN KOREA TOOK PART IN THE INCHON INVASION.

QUARTERMASTER FIRST CLASS

ALBERT E. KING U.S. NAVY



DURING WWII HE WAS ON THE DESTROYER BLUE WHICH SANK IN 2 MINUTES AFTER BEING HIT BY AN AERIAL TORPEDO. 90% OF THE CREW WERE LOST AND KING SPENT 2 HOURS IN THE WATER BEFORE BEING RESCUED.

DISREGARDING ARM AND LEG WOUNDS, HE MANNED A MACHINE GUN THROUGHOUT THE TERROR AND CHAOS OF THE ATTACK ON PEARL HARBOR.



H. J. GOODE

Thermometers Can Be Dangerous, Mothers Warned

"It would probably be better for a mother not to have a thermometer unless she understands fluctuations of 'normal' temperature."

So states Dr. Ernest H. Watson, associate professor of pediatrics and communicable diseases in the University of Michigan Medical School, in outlining some helpful common sense information on the use of the clinical thermometer in the home.

First of all, variations of a degree from the 'normal' of 98.6 are regularly found in healthy people.

As a matter of fact, "There is a tendency for the body temperature to be low (below 98 degrees) on awaking in the morning and a tendency to be higher (99 degrees) in the later afternoon and evening," Dr. Watson says.

Keeping this in mind the mother may save herself undue anxiety.

"If mother takes the child's temperature only when he seems unduly warm, or has some sign of illness, the thermometer becomes a valuable aid to the physician," the doctor advises.

Specifically, Dr. Watson enumerates three "musts" for users of the home clinical thermometer:

1. Always check the thermometer reading the last thing before taking the temperature. The frantic discovery of a high reading may result from having held the thermometer under the hot water tap.

2. Grasp the thermometer firmly when shaking it.

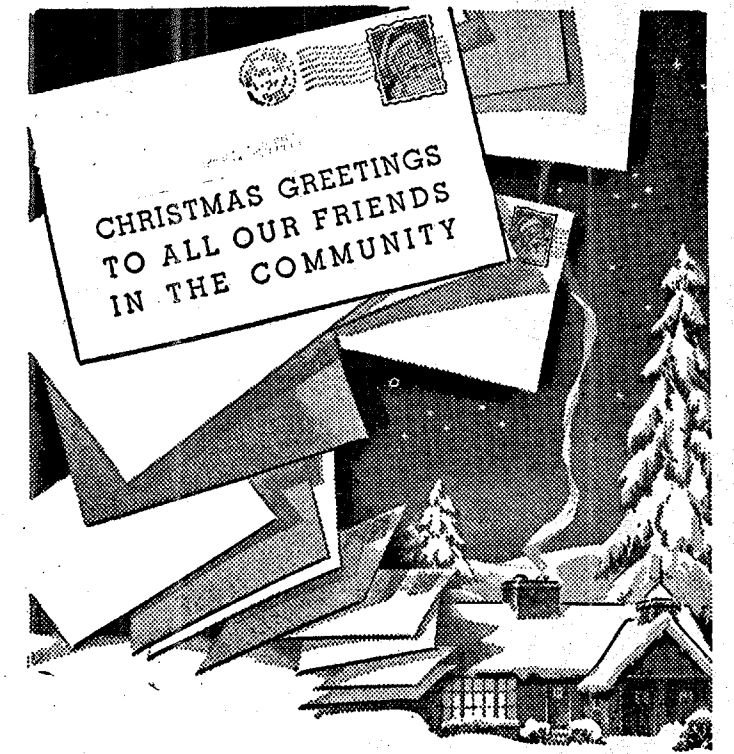
3. Use a rectal thermometer on young or very sick children, to eliminate the possibility of biting or swallowing.

Dr. Watson says that the thermometer, an invaluable instrument in diagnosing and charting the course of disease, can trace its ancestry back to Galileo, the famous astronomer of the early 17th century.



Season's Greetings

FARM BUREAU INSURANCE CLAUDE D. GILKERSON LE-6-7133



R. G. & H. E. Watson



Boyne Avenue Greenhouse

Greetings Friends



Our countless wishes, warm and true, This greeting will express, and

Wish for you, our many friends —

All Christmas Happiness!

Mr. and Mrs. Gilford Coon

GIL COON'S KALAMAZOO SALES & SERVICE

Phone JU-2-7271

Boyne City

Farmer's Week At Charlevoix February 8-12

Charlevoix county farmers will have Michigan State College right in their own area, February 8-12 when Little Farmer's Week opens at Charlevoix.

County Agricultural Agent Rebman says an imposing array of talent from MSC will be on hand during the week to help farmers make their farming a better business.

The agricultural specialists will appear in teams of two each day for the week-long program. And farmers will be able to select the programs in which they are most interested.

Here is a list of topics, speakers and the dates on which they will appear. The program opens at 1:30 p.m. each day.

Monday, February 8, Dale Butz and Don-Stark will talk on Agricultural Marketing; Tuesday, Ed Longnecker and Jack Rose will talk on Seeds and Gardens; Wednesday, Dr. Grigsby and Ray Janes will talk on Weed control and Insects; Thursday, George Amundson and Mac Moore will discuss Poultry; and Friday, the program will close with Dr. Alkire and George Parsons talking about present dairy problems.

Harry Pearsall, Charlevoix Soil Conservation District Cooperator won second place in the State Speaking Contest sponsored by the State Association of Soil Conservation Districts. Pearsall's speech was entitled "Democracy at Work in my Soil Conservation District."

Pearsall won first place in the District speaking contest in November, sponsored by the Charlevoix District and thus became the district representative in the State contest.

The winner of the State contest was Robert Linck of the Central Lapeer Soil Conservation District and will be the state representative in the national speaking contest.

The annual meeting of the Charlevoix Soil Conservation District will be held Wednesday evening, January 27, 1954 at the Charlevoix High School Auditorium. Business will include election of two directors, annual report, and other necessary items. The main speaker will be B. C. Mellecamp, former Charlevoix County Agricultural Agent, and a friend to county farmers.

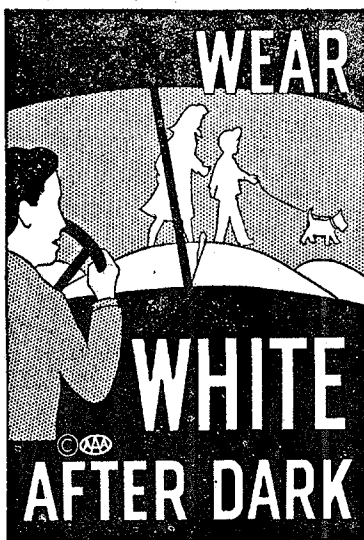
Legion Auxiliary

(Continued from Page Two) The Legion and Auxiliary both have money raising projects each year solely for this purpose.

The canned goods contribution from the school children is one of the largest factors in the entire program. The teachers have used this food drive as a real lesson of the Christmas Spirit, and each gift is given with the feeling of reverence the wise men of long ago had when they came bearing gifts to a babe in a manger. . . in the spirit of the Prince of Peace, and whose teaching of Brotherly Love and "Peace on Earth Good Will Toward Men," is rekindled in each heart as we celebrate Christmas, the day of His birth.

And even to each school child we are reminded that there are people in our midst who need our help and kindness so that each gift is given lovingly in honor of Him.

The Legion and Auxiliary are happy and proud to be called on to carry out the planning and distribution of these Christmas boxes for you the people of our



WEAR WHITE AFTER DARK

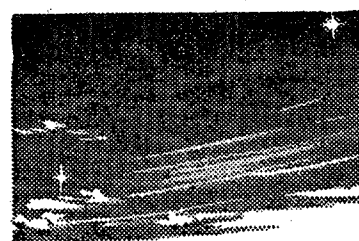
Often we dislike a person who is first to say the very thing we have thought a thousand times.

Community. The Legionaires who do the investigating and delivering know how much these boxes are needed, and how much joy and comfort they bring.

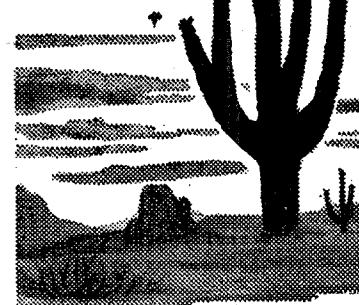


Rainbow Grocery

Cal's Tavern

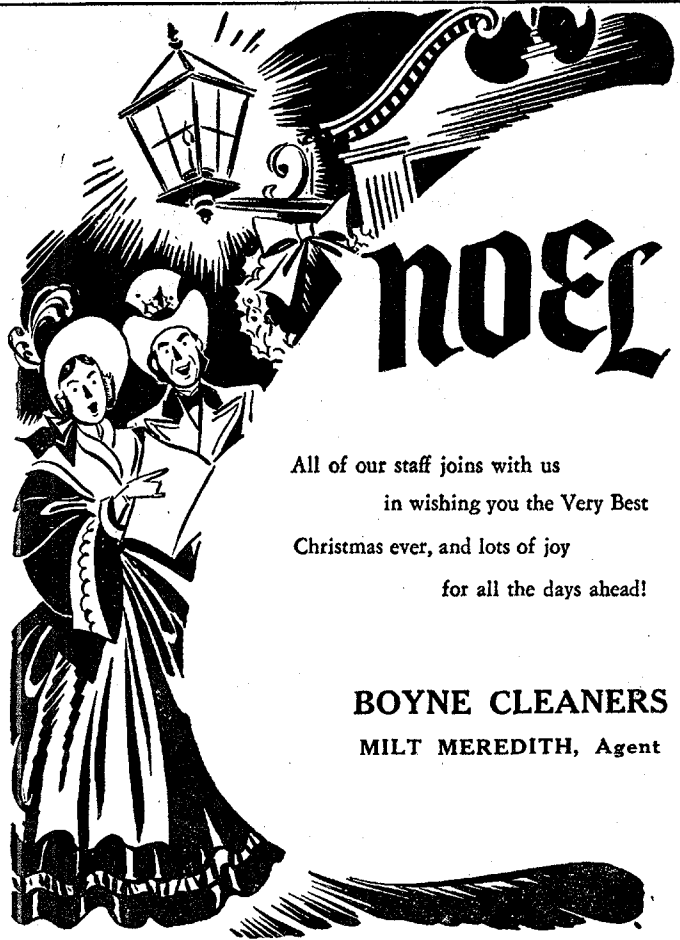


We open wide our hearts to wish each and every one of our loyal customers: a very happy holiday season.



May our friendship continue to blossom this CHRISTMAS and in the days to come!

Frank Strehl Jeweler



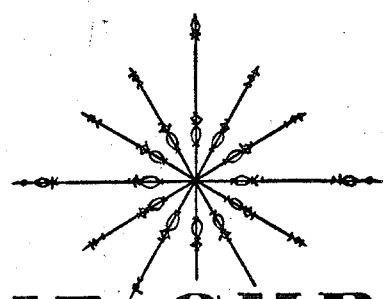
All of our staff joins with us in wishing you the Very Best Christmas ever, and lots of joy for all the days ahead!

BOYNE CLEANERS MILT MEREDITH, Agent



One of the memorable joys of Christmas is the pungent aroma of pine needles. . . Another is the privilege of wishing happiness to our friends.

BASIL C. CUMMINS STATE FARM INSURANCE COMPANY



THE CHRISTMAS STORY

Reborn on this Holy Day is the blessed spirit of brotherhood, good will, and the eternal wish for the universal peace of man . . . Thus, on His Day, we say unto you - when this Spirit of Christmas enters into your home, may it bring to you our eternal wishes for your health and happiness! It is in genuine appreciation of your friendship and patronage that we extend these hearty wishes that every joy be yours for the coming season.

JORDAN VALLEY COOPERATIVE CREAMERY

WILLIAM PARSONS, President

FRANK BUR, Vice-President
PERCY PENFOLD, Manager

ROBERT KNIESLEY, Sec.-Treasurer