



The East Jordan News-Herald

Marshall F. Sayles, Editor & Publisher
Bill Huckle, Staff Photographer

The Charlevoix County Herald, 1896
The East Jordan News, 1952

Entered as second class matter at the Post Office at East Jordan, Michigan.

Published weekly at 206 Main Street, East Jordan, Michigan

TELEPHONE LENOX 6-2371

Subscription Rates—(Payable in advance) \$2.50 per year; \$3.50 per year outside Northern Michigan.



EDITORIAL NEWS

Most important of the elections this year is the primary election coming up next Tuesday.

Quite often our voters stay away from primary elections and go only to the polls for the general election in November.

When you do this you are asking someone else to tell you who should have running in the general election so you can vote for them.

The most important decisions are made at the Primary election. For it is there that the candidates are eliminated with only one remaining in your party to go on the November ballot.

If you fail to vote in the primary you have no right to grumble about the man your party names for the general election ballot in November.

Over the years too many voters have become lazy when primary election time arrives. And then they turn out for the general election.

With a large number of candidates on the primary ballot next Tuesday, it seems our voters should take a more active interest in those who should appear on the general election ballot in November.

Methodist Church Holds Smorgasbord

All the various organizations of the East Jordan Methodist Churches are joining together in one committee to promote an outstanding annual event in East Jordan.

A bazaar will be held August 4-5. On the evening of the 5th all you can eat — smorgasbord style — of the finest home-cook-

ed and baked foods, will be served at 5, 6, and 7 p.m.

Michigan turkey and East Jordan cherry pies will be a special feature. (Apple pie for those who prefer it).

The bazaar will be supplied with the best of local talent made articles — fancy articles and homemade foods.

Call Carlton Bowen for tickets or see any member of the Methodist Church. Don't miss this great community event at the Methodist Parish Hall.

MEGGISON FOR STATE REPRESENTATIVE.

Our Great America by Woody



Produced by AMERICAN FOREST PRODUCTS INDUSTRY, Inc.

CHURCH SERVICES

FIRST PRESBYTERIAN CHURCH
Edward O. DeHaven, Pastor
Regular Services:
The Church School meets at 9:45 with classes for all ages.
The Morning Worship begins at 11:00 o'clock.

METHODIST CHURCH
Rev. R. H. Moore, Pastor
LE 6-2254 LI 7-2058
Morning Worship 10:00 am
Church School 11:15 am
MYF 5:30 pm

UNITED MISSIONARY CHURCH
C. W. Thompson, Pastor
Morning Worship 11:00 a.m.
Sunday School 10:00 a.m.
Youth Fellowship 7:00 p.m.
Evangelistic Services 7:30 p.m.
Prayermeeting (Thurs.) 8:00

CHRIST LUTHERAN CHURCH
Boyer City — Wilson Twp.
Rev. Richard Noffze, Pastor
Wilson Township:
9:30 a.m. Church Service
10:30 a.m. Sunday School
Boyer City:
11:00 Church Service
10:00 Sunday School

CHURCH OF GOD CHAPEL
Rev. Ora Holley
Services Sunday Evening — 7:30

ASSEMBLY OF GOD
Rev. Herman Smith, Pastor
Sunday School — 10:00 a.m.
Morning Worship — 11:00 a.m.
Evangelistic Service — 8:00 p.m.

EVANGELICAL LUTHERAN CHURCH
Dale Larsen, Pastor
Sunday School every Sunday at 10:00 a.m. Classes for all ages
Church services every Sunday at 11:00 a.m.
Luther League cooperative family dinner second Sunday of month at 1:00 p.m.

ST. JOSEPH CHURCH
Rev. Joseph Malinowski, Pastor
MASSES
Sundays—7:30 and 9:30 a.m.
Holydays—7:30 am and 7:30 pm
Weekdays—8:00 a.m.

SEVENTH-DAY ADVENTIST CHURCH
Elder R. H. Clausen, Pastor
Sabbath School 1:30 p.m.
Worship School — 3:00

THE GOSPEL MISSION
Special Bible Study Classes
For Free Gospel Literature
Write PO Box 295 City

BIBLE BAPTIST CHURCH
Central Lake
Rev. Paul Gelatt, Minister
Worship — 11 a.m.
Bible School — 10 a.m.
Youth Time — 6:30 p.m.
Gospel Service — 7:30 p.m.
Prayer Meeting, Wednesday — 7:30 p.m.
Bible Club, Thursday, 4 p.m.
Sunday School Sunday 10:00
Morning Worship, Sunday 11 a.m.
Evangelistic Service, Sunday 8:00 p.m.

Looking Backward

Reviewing The News-Herald

August 1, 1914
Nortin Martin 10 month old son of Mr. and Mrs. Milton Mather died Tuesday morning after a short but painful illness.

Miss Christina Wanek and Joseph Kabat were united in marriage by Father Kroboth in St. Joseph's Church on Monday.

Funeral services were held at East Jordan for Zae Moore, 18, of Alba, Rev. T. Porter Bennett officiating.

July 25, 1924
Born to Mr. and Mrs. Ray Grosset, a daughter, Tuesday, July 22.

The annual picnic dinner of the Pythian Sisters, K. P.'s and families will be held at Monroe

Creek, Wednesday, July 30.

July 21, 1934
Miss Velma Rosemary Campbell and Ernest Lundy exchanged marriage vows Saturday afternoon at the Campbell home, Rev. U. Lincoln Montgomery of the Methodist Church officiating.

Among those from East Jordan to attend Michigan State Convention of Fire Chiefs at Manistee are Harry Simmons, Charles Strehl, Marshall Griffin and Joe Nemecek.

Fitch R. Williams, 59, outstanding Northern Michigan attorney passed away Monday at Munson Hospital. He was affiliated with an East Jordan law firm.

Dr. Frank P. Ramsey moved office to the front suite of rooms over the Hite Drug Store.

Carl Buchin passed away at the Charlevoix Hospital, Tuesday. Funeral services will be held Friday.

At CMC

Students from Charlevoix County are among the 1102 students attending summer school at Central Michigan College this summer.

Among those in attendance are:

Louvinia Maddocks Lockman, Maynard William Mathers, Jennie H. Organek, Boyne City; Donna Kae Ball, Anita June Clarke, Beverly Helen Looze, Florence Marie Moeller, Blanche Paul, Anna Olive Warner, Charlevoix.

Irene Bugai Endress, East Jordan.

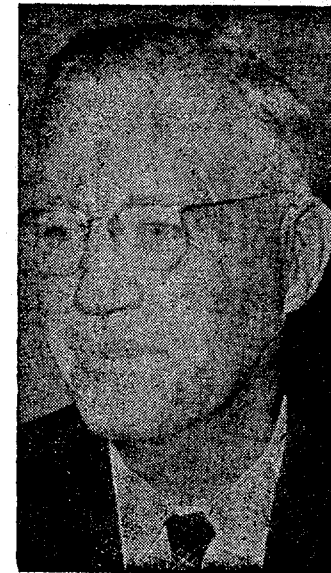
FINKTON BIBLE FELLOWSHIP CHURCH
Followed by short morning services.
Sunday School, 10:30 am
Youth Fellowship 6:45 pm
Evening Service 8:00pm
Wednesday Prayer Meeting 7:30 pm

REORGANIZED CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS
Elder Ole Olson, Pastor
Sunday Services
Church School 10:00 a.m.
Morning Worship 11:00 a.m.
Zions League Tues., 7:30 p.m.
Prayer Service, Wed., 8:00 p.m.

PENTECOSTAL FULL GOSPEL TRUTH CHURCH
Corners Fourth & E. Division Sts
Rev. Harley R. Barber, Pastor
Sunday School—10 a.m.
Worship Service—11 a.m.
Sunday Eve. Service—8 p.m.
C. Y. A. Tuesday—8 p.m.
Prayer Meeting, Thursday 8 pm

RE-ELECT

FRANK ANDREWS



State Senator
Republican

PRIMARY ELECTION AUGUST 3

HE IS DOING A GOOD JOB

ANDREWS FOR SENATE COMMITTEE

TEMPLE

THE SHOW PLACE OF THE NORTH
EAST JORDAN

Thursday, July 29

John Wayne and Claudette Colbert
"WITHOUT RESERVATIONS"
Return of screen's best comedy

THE BUNDY MOUNTAIN JAMBOREE
Stage and Local Talent Show

DANCING TONIGHT, THURSDAY, JULY 29

With the Bundy Mountain Jamboree
Modern Music and Country Style from 10 to 1

Friday and Saturday, July 30 and 31

Joel McCrea and Mari Blanchard
"BLACK HORSE CANYON"
In Technicolor plus

Barry Sullivan and Adele Jergens in
"MIAMI STORY"

Sunday and Monday, August 1 and 2

Dana Andrews and Elizabeth Taylor
"ELEPHANT WALK"
Drama and romance in Technicolor

Tuesday and Wednesday, August 3 and 4

Neville Brand Emile Meyer Frank Faylen
"RIOT IN CELL BLOCK 11"
Desperate men in prison riot



WHY BANK MONEY ORDERS ARE POPULAR

They are cheap, easy to buy, safe, and easy to use. If lost in the mails, they can readily be replaced. People who receive Bank Money Orders also like them, because they're easy to cash anywhere upon identification.

You, too, will like Bank Money Orders. Buy them, in any amounts, at this bank.

State Bank of East Jordan

Member of
FEDERAL DEPOSIT
INSURANCE CORPORATION



Lowest Price Ever Placed on a
Big, Peak-Performing Luxury Car

IT'S A FACT—Pontiac offers more things you want than any car in its price range. Lift the hood for one reason. That Pontiac engine is one of the greatest power plants of all time for thrilling action and stalwart dependability.

Drive it and complete the proof. Pontiac's length and weight provide the ride and room of expensive cars.

But Pontiac's price is near the lowest and we'll give you the best deal in town. Come in and prove it—right now!

DOLLAR FOR DOLLAR YOU CAN'T BEAT A



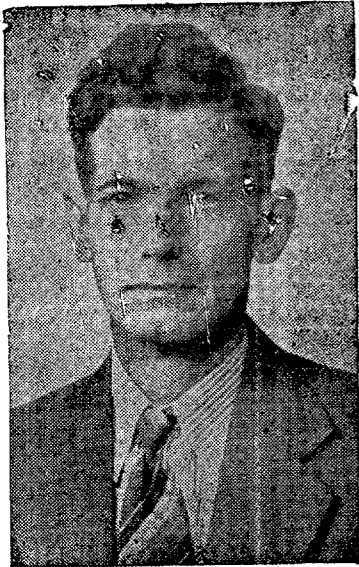
COOPER PONTIAC - CADILLAC

103-105 ANTRIM

CHARLEVOIX, MICH.

About People You Know

Page 4 * East Jordan News-Herald * Thursday, July 29, 1954



Nominate and Elect
Forrest G. Brown
for
State Representative
Republican
AUGUST 3rd Primary
CAPABLE
HONEST
EXPERIENCED

He will serve the best interests of all the people in the district.

—paid political ad

SHOP EAST JORDAN

Miles District

Mr. and Mrs. William Addis and children of Alpena were dinner guests Sunday of his parents Mr. and Mrs. Lawrence Addis. Helen accompanied them home to spend a week.

Mrs. B. Garverson and daughter, Mrs. Carmon Morriss of Munising were supper guests Thursday of Mr. and Mrs. Elmer Hott.

Mr. and Mrs. Wayne Evans called on his brother-in-law and sister, Mr. and Mrs. Raymond Fisher Sunday afternoon.

The community was saddened by the death of Joe Addis, Wednesday, July 21st.

Mr. and Mrs. Chris Halverson of Long Beach, California spent the weekend with Mr. and Mrs. August Bulmann.

Mrs. Ted Mockerman and family and Mr. and Mrs. Paul Gibbs and daughter went near Petoskey, Thursday.

Barbara, Betty and Janette Fisher and Irvin and Milton Bulmann went to Charlevoix Monday evening to take part in a 4-H Talent Show.

Mrs. Robert Kamradt and daughter, Virginia of Muskegon spent one day last week with Mr. and Mrs. August Bulmann.

Mr. and Mrs. Casey DeYoung of Zeeland visited with Mr. and Mrs. William Boss Monday evening.

Mr. and Mrs. Paul Gibbs and daughter, Linda of Grand Rapids are spending the week with his sister, Mrs. Ted Mockerman.

Mr. and Mrs. Charles Breams and son, Richard of Chicago spent two days last week with Mr. and Mrs. August Bulmann.

Mrs. Erma Gibbs and son, David of Grand Rapids spent the weekend with her daughter and family, Mr. and Mrs. Ted Mockerman.

Rev. and Mrs. Donald Boss of Lucas, called on Mr. and Mrs. William Boss Monday afternoon.

Mrs. James Addis and son, James of Monroe came to attend the funeral of Joe Addis and also called on relatives and friends.

West Peninsula

Mr. and Mrs. Alfred Crowell left Wednesday morning for a vacation in the Upper Peninsula. They returned home Friday evening.

Mr. and Mrs. William Gaunt, Jr., and two children drove to Fremont Friday evening to visit Mrs. Gaunt's mother, Mrs. Caroline Taylor, and her sister's and brother's families. They returned home again Sunday evening.

Mr. Vernon Knapp of Cadillac has spent the past week doing roofing jobs in East Jordan with Mr. William Gaunt, Sr., with whom he is staying.

Mr. and Mrs. Jack Browning of Chicago accompanied their daughter Carol May and her husband, spending Saturday calling at the William Gaunt home and visiting at Mrs. Browning's father, Dewey Dell.

Lester Howard was home from East Lansing over the weekend visiting his parents, Mr. and Mrs. Henry Howard.

Mr. and Mrs. Edward Moses and son William of Detroit spent Sunday with Mr. and Mrs. Harry Howard. Mr. and Mrs. Moses plan a camping trip across the Straits while their son stays with the Howard's.

Mrs. Albert Fiel and new son, Dave are staying at her mother's home, Mr. and Mrs. Earl Bricker. Mrs. Bricker is caring for grandmother Barber of the Loyal Barber home. She is confined to her bed.

Mrs. Carrie Henning of Pleasant Valley, mother of Mrs. Harry Howard, is bedridden from a stroke and is being cared for by her son from Charlevoix until she can be moved to her daughter's home.

Mr. and Mrs. Henry Korthase and Mrs. Ernie Slaughter, both of Deer Lake, were callers Sunday at the Loyal Barber home.

Vance District

Mr. and Mrs. Lyle Hurd, grand daughter and friend of Ann Arbor were weekend guests of Mrs. Hurd's brother and family, Mr. and Mrs. William Van Deventer.

Cornel Shultz, nephew of Mrs. Van Deventer, and family of Muskegon were also Monday callers.

Mr. and Mrs. Ed Fielstra and family of Byron Center are spending a week's vacation at the Lazy S Ranch on Intermediate Lake and visiting friends here and at Ellsworth.

Mr. and Mrs. Archie Graham, Jr. and family and Mr. and Mrs. Archie Graham Sr., enjoyed a picnic at Echo Park Sunday.

Mr. and Mrs. Carl McLeod and Mr. and Mrs. Neil McLeod of



"Hey, what happened to the vice president in charge of lemonade?"

Dearborn are at one of the Bowerman cottages and are visiting the Archie Grahams.

Mrs. Vernon Vance spent Thursday morning at the home of Mrs. Winifred Brown visiting with Mrs. Brown's brother, Allen Greenman of Bay City. Mr. Greenman was Mrs. Vance's second teacher in the Bentley Hill school near Ellsworth.

Ed's Boats

A family group occupying three cottages at Ed's Boats for two weeks is Mrs. Kuhlman with daughters Mollie and Clare and son LeRoy; Mr. and Mrs. David Kuhlman and children Kathy and Mike, and Mr. and Mrs. William Kuhlman and children Billie and Steve. The Kuhlman's are from Chicago and are vacationing here for their second year.

Other old timers who are here for their 2 week vacation are Mr. and Mrs. Neil McLeod and Mr. and Mrs. Carl McLeod from Dearborn.

Mr. and Mrs. George Comer and son Douglas from Kalamazoo left Sunday after spending a week here. This is the 4th year they have vacationed in East Jordan.

Mr. and Mrs. J. R. Smalley from Flint have been spending a week at the motel. They have taken most of their meals at the restaurants and said that East Jordan has a lot of fine cooks. They hope to come back another year.

Aurey Strophaul and Larry Lind of the West Michigan Tourist Association spent a night last week at the motel and sent a card back saying that they never rested better. They were here to take pictures to help in the advertising of this area. The efforts of this organization are greatly appreciated.



"The man who's always looking down his nose usually gets the wrong slant!"

Ninth Boy

Mr. and Mrs. Lou Gardner are announcing the birth of their 12th child, a boy, Seumas Gerard. The baby weighed 8 pounds and 10 ounces. He was born July 25 at Charlevoix hospital. The Gardners now have nine boys and three girls, the oldest being Briana, 18.

MEGGISON FOR STATE REPRESENTATIVE.

The annual Evangelical Lutheran Church Pie Social sponsored by the Lutheran Ladies, July 31st, starting at 2, ending at 10 in the church annex.

For best dressed salads!

Miracle Whip Salad Dressing KRAFT THE ONE AND ONLY

Miracle Whip SALAD DRESSING

WHAT'S GOING ON IN AND AROUND EAST JORDAN

For The Earliest And Most True Information

Read The NEWS-HERALD

52 ISSUES - \$2.50

Subscribe Today For Tomorrows News

DOWN COMES THE PRICE

THE WORLD FAMOUS
U.S. Royal
Air Ride

This is the world famous factory-new Royal Quality Tire

\$16.95
PLUS TAX

ROYAL QUALITY AT THIS NEW LOW PRICE

DAN'S SERVICE
EAST JORDAN



PETER J. WINNICK
Republican Candidate For
SHERIFF
Charlevoix County

WORLD WAR II VETERAN
CAPABLE OF DOING THE JOB
LIFE-LONG COUNTY RESIDENT
YOUR SUPPORT APPRECIATED

SORRY I COULDN'T MEET ALL OF YOU PERSONALLY
Primary Election-August 3rd.

East Jordan Church News

PRESBYTERIAN CHURCH
Edward O. DeHaven, Pastor

This coming Sunday morning will mark the beginning of another series of Guest Ministers in the Presbyterian church. For over 30 years this program of Guest Ministers has been one of the many contributions this church has made to this community and the many summer visitors. During this period of time, some of America's outstanding ministers have appeared in this

CARD OF THANKS

We would like to thank all our friends and neighbors for the many kindnesses shown us during our recent bereavement.

Mrs. John Knudsen and family

ARTHRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier

2805 Arbor Hills Drive
P. O. Box 2695
Jackson 7, Mississippi

pulpit and continue to do so. We are happy to make this service available to this community and a cordial welcome is extended to all to attend these services at the regular 11:00 a.m. hour of worship. Following is the schedule for this year.

August 1—Dr. William B. Lampe, pastor of the West Presbyterian Church of St. Louis, Missouri. Dr. Lampe hardly needs an introduction to this community, this marking his 36th consecutive year in this service. A former Moderator of the General Assembly of the Presbyterian Church of the United States of America, Dr. Lampe is known for his outstanding churchmanship, his virile preaching and his warm, friendly heart.

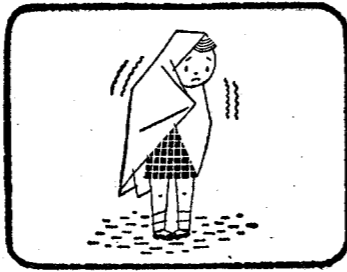
His sermon topic will be: "Accept God's Blessings."

August 8th—Dr. George A. Buttrick, pastor of Madison Ave. Presbyterian Church, New York, New York. Dr. Buttrick is world famed as an author, having written many books of extraordinary helpfulness in the Christian Religion. As the Editor of the Board that has produced the Interpreter's Bible, his contribution has been beyond estimation. Known for his incisive interpretation of the Christian Faith and his ability as a preacher, he is much sought as guest speaker. For nearly 30 years he has been the Guest Preacher in this pulpit and each year we welcome him with enthusiasm.

August 15th—Reverend David

Polio is still with us

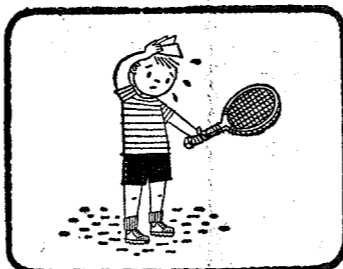
WHEN POLIO IS AROUND →



2. DON'T GET CHILLED



4. BUT DO KEEP CLEAN



1. DON'T GET OVERTIRED



3. DON'T MIX WITH NEW GROUPS

A polio vaccine is being studied now. Results will be known in 1955. More gamma globulin—a temporary preventive—is available this year through health officials.



The National Foundation for Infantile Paralysis

MARCH OF DIMES FUNDS ARE EXHAUSTED.
GIVE TO THE EMERGENCY MARCH OF DIMES THIS MONTH!

J. Griffiths, pastor of the Trinity Presbyterian Church of Milwaukee. Reverend Griffiths has been doing an outstanding work of the Christian Ministry in this city church of Milwaukee. We welcome him to our pulpit.

August 22nd—Dr. Frederick Olert, Pastor of Second Presbyterian Church, Richmond, Virginia. Dr. Olert, formerly pastor of the First Presbyterian Church of Detroit, the oldest Protestant Church in Detroit and one of influence, is now pastor of a church of the Presbyterian Church U. S. (Southern). Known for his forceful and eloquent preaching, he is much sought as a guest speaker. He has been one of our Guest Preachers for a number of years and we welcome him again this year.

There will be no Sunday Church School during the month of August.

The Annual Summer Tea given by the Women's Association will be held this coming Thursday afternoon, July 29, in the home of Mrs. Mary Glenna Malpass, beginning at 2:00 p.m. Mrs. Sarah Olert, from Richmond, Va. will be the speaker. An offering will be received for Medical Missions.

Rev. Edward O. DeHaven is teaching in the Senior Westminster Youth Fellowship Conference at Presbytery Point, Lake Michigan, this week.

A cordial welcome is extended to all visitors and friends in our community to attend our services.

METHODIST CHURCH

Robert H. Moore, Pastor
Rev. Howard Smith, Executive Secretary of Michigan Conference of Methodist Churches will be the featured speaker at the Methodist Church, August 1st. His topic will be "Purpose of Church."

The public is cordially invited to attend the 10 o'clock services. For those unable to attend, there is the half-hour meditation service starting at 7:30.

EVANGELICAL LUTHERAN CHURCH

Dale Larson, Pastor
On Saturday, July 31, the annual pie and ice cream social will be held at the Church annex from 2 to 10 p.m.

The regular morning worship service next Sunday, August 1st, will be a Communion Service. All those who participate are requested to register before the service.

Remember the annual Sunday School-Church Picnic immediately after the service on August 8th.

New from the Kraft Kitchen!

Kraft's Cheez Whiz



SPoon IT into hot foods
HEAT IT for cheese sauce
SPREAD IT for snacks

A Pasteurized Process Cheese Spread

Bridge And Canasta Party At Petoskey

The Women's Auxiliary of Lockwood General Hospital in Petoskey will sponsor a Dessert Bridge and Canasta at the Petoskey-BayView Country Club on Thursday, August 5, 1954, at 1 p.m. Tickets are \$2 per person. Reservations may be secured by calling DI 7-3501, or DI 7-3057.

A cordial invitation is issued to all residents of the area to attend this event. Co-chairmen are Mrs. B. V. Halstead, Mrs. George Henika and Mrs. Gerald Drake, all of Petoskey. Proceeds from ticket sales will be used to purchase extra needed equipment for the pediatrics ward of the hospital.



"Gently, sir You know how hard it is to come by a bona fide tax exemption!"

Joseph Addis Services Held

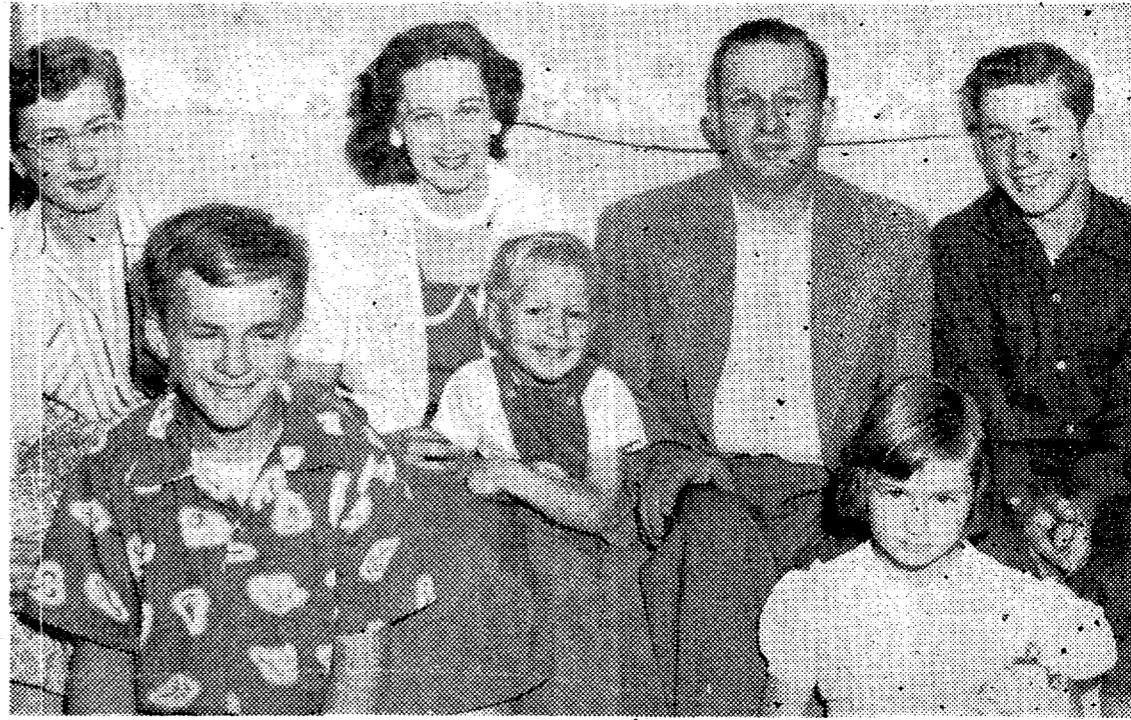
Services were held Monday, July 26th at 8 a.m. for Joseph Oscar Addis, 41, of South Arm Township who died July 21st of monoxide poisoning.

The Very Rev. Joseph J. Malinowski performed the services held at St. Joseph's Church.

Pall bearers were Elmer Hott, William Boss, Raymond Fisher and J. M. Ingalls. Burial was at St. Joseph Calvary cemetery in East Jordan.

Surviving are his mother, Mrs. Mary Addis of East Jordan, three sisters, Mrs. Carl Schmitt of Petoskey, Mrs. Reva Umlor of East Jordan, and Mary Jane Addis of East Jordan and one brother, Irving Addis of Ellsworth.

Frank Smith-Candidate For Sheriff



Here are five reasons why Frank Smith is running for Sheriff. He is a life long resident of Charlevoix County, the son of the late Otto Smith. Mr. Smith has been in the grocery business most of his

adult life. If elected Mrs. Smith will act as matron. Your vote will be appreciated.

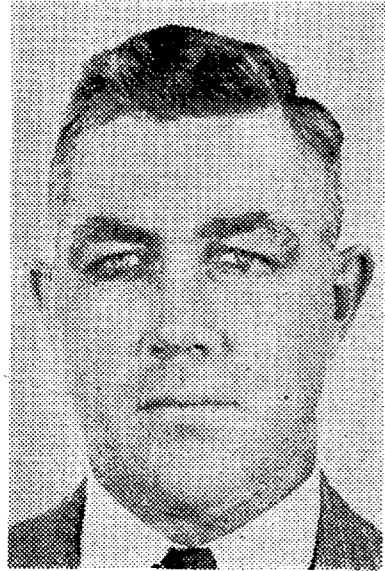
pd pol ad

LUMBER

FIX-UP NOW!

PAINT
SCREENS
WINDOWS
DOORS

QUALITY FIRST, ALWAYS
JOS. BUGAI
Ellsworth Lumber Co.
PHONE 40



REPUBLICAN
CANDIDATE

FOR SHERIFF
Charlevoix County

Graduated from East Jordan High School, 1937.

Navy veteran of WW II including 38 months aboard USS Albemarle.

Police training and experience

LESTER P. UMLOR

Resident of Hayes Township for last 7 years.

MEGGISON, REPUBLICAN CANDIDATE FOR STATE REPRESENTATIVE

Antrim, Benzie, Charlevoix & Leelanau Counties

A life time of experience in Agriculture, Business, and Public Affairs.

Born in Charlevoix. Raised on a farm. Completed a course in Agriculture at Michigan State College. Managed Charlevoix Co-Operative 9 years.

Elected to Board of Education in 1931. Served 13 years. Appointed Postmaster of Charlevoix in 1932. Served 4 years.

Elected Supervisor 3rd arid, Charlevoix in 1937. Still serving in that capacity having been Chairman for 2 terms.

Appointed Friend of the Court in 1937 serving Charlevoix 4 years. Appointed Friend of the Court for the 18th Judicial in 1941. Still serving in that capacity.

9 years experience in private business. At present in a father-son partnership operating a garage and filling station in Charlevoix.

Member of Charlevoix Rod & Gun Club. Interested in Conservation and the preservation and improvement of our natural facilities. Charter member and Past President of Kiwanis Service Club. Past Adjutant and Commander of American Legion Post. Served as Treasurer and Chairman of the Charlevoix County Republican Committee for many years.

Election as State Representative will assure the citizens of this District of faithful and aggressive efforts in their interest.

It is our civic duty to vote in every election. Exercise your privilege at the Primaries TUESDAY, AUGUST 3rd, 1954.

pd. pol ad

NOTICE!

To East Jordan And Township Residents Who Come Under The Services Of The East Jordan Fire Department.

In Case Of Fire
Call
LE-6-2626

Hold On To Line Until Fireman Answers!

Remember These Steps:

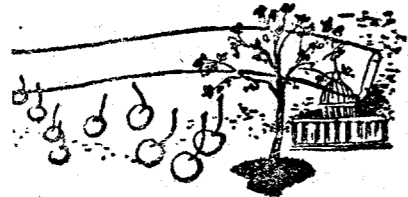
DIAL 2626
Hold On Line Until Fireman Answers
Please Remain Calm
Give Fireman Exact Location Of Fire Before Hanging Up.

Fire Alarm Is Now Automatic
Your Call Will Sound Alarm
Don't Hang Up
Otherwise Connection Will Be Broken
And Firemen Will Have No Means Of Locating Fire.

Don't Hang Up!

Sherman Thomas
Fire Chief
East Jordan Fire Department

Orchard
Notes



By C. Fairman

Thursday, July 29, 1954 * East Jordan News-Herald * Page 7

One more bright spot that I called at in our famous fruit belt was the Eveline Orchards on M-66. I noted a perfect crop of Bing sweet cherries and a large crew of good pickers to get them off in time.

They also have grown and managed their apple trees to have two large crops of apples in a row.

They expect up to 30,000 bushels this year. The only thing that I can brag about here at home is our prospective peach crop.

However farmers and fruit growers always keep their fingers crossed. No one knows what can happen.

Peaches do not blow off unless dead ripe. The earlier varieties do well here as per the Red Haven, Fair Haven, Fair Haven, Hale Haven, Kal Haven, J. H. Hale, etc.

Close Grazing Pedaling Pair
Hurts Stand

(Continued from Page One)

The U. S. Department of Agriculture has some new evidence that close grazing or mowing of grass hurts the stand, Charlevoix County Agricultural Agent Ed Rebman reports. The grass stand is especially apt to be hurt during drought or in late fall.

Experiments at the USDA's research center at Beltsville, Md. showed that taking off one-half or more of the foliage during the growing season caused grass roots to stop growing for a time after each clipping. Warm season grasses were affected the same as cool season species.

When 40 percent or less of the foliage was removed, however, root growth wasn't halted at all.

A single cutting that removed more than a half of the foliage stopped root growth from 6 to 18 days. Repeating these severe clippings periodically, as in a system or rotation grazing, prevented root growth of all grasses. 25 to 45 days.

These experiments show, points out Rebman, that when roots of grasses stop growing, the plant is weakened and it's unable to stand up under erosion and grazing. And it's apt to be killed by drought, cold or disease.

the long bridge to Oakland does not allow bicycles. We rode but 40 miles the first afternoon and pitched our tent in a little arroyo or canyon. I awoke during the night to discover a flat—not a flat tire but a flat air mattress!

The second day we rode 80 miles through the irrigated fields of the San Joaquin Valley. It is too cold for oranges but we saw the apricot harvest in progress. Row crops such as beans and tomatoes are leading products of the valley and alfalfa is also grown in abundance. We gleaned some of our information from talking with Mexicans who were busy at their irrigation chores.

On the third day we began struggling with the foothills of the rugged Sierra Nevada mountains. It was unusually hot and since we were on a slightly traveled highway, the towns were small and far between. We tried in vain to buy salt tablets at a little village where we lunched.

Our map showed a town 12 miles up the road but when we arrived there weak from the heat we could see that the town no longer existed. Flaggging a car we asked about the road ahead and the lady said, "There's a turkey ranch about a mile ahead of you."

WHEN WE arrived at the ranch a young couple gladly took us in and brought forth two pitchers of water from the refrigerator. They even insisted that we join them in eating a chunk of cold watermelon. We spent two hours there while the thermometer hovered at 96 degrees in the shade, and learned about turkey ranching.

Our young host was quite pleased with working 5 hours a day for himself and making \$7,000 a year. Of course, a bad year could wipe him out.

We learned that we were entering the famous "gold belt" of California and two hours after leaving the turkey ranch we reached Coulterville, one of many old mining towns where decaying buildings date back to the 1850's.

DARKNESS WAS about to

overtake us as we reached last 4 mile stretch into Bagby, where we planned to camp. That 4 miles of highway plummeted sharply to the Merced River and we had to brake so much our rims became so hot we could not touch them. (Our brakes consist of rubber blocks which clamp against the rims of both wheels.)

Bagby was about the size of Advance and the one general store was closed. Our food is our fuel and our "tanks" were empty, so we located the proprietor and he graciously reopened his store ad supplied our needs.

The next day we passed the Finetree Gold Mine, just one of many mines which closed during World War II and cannot afford to reopen because of the high price of labor. (The price of gold is fixed and must remain the same, whereas labor and equipment costs have sky-rocketed.)

Next Week — Yosemite National Park.

The Pedaling Pair
by Parker Seiler

SHOP EAST JORDAN!

a new ZEST for life
in people over 40

GERIFORT
CAPSULES
rich in VITAMINS
and MINERALS
with amazing B₁₂

The key to greater vigor and more vibrant health in people over 40 can be this very special formula—GERIFORT Capsules. GERIFORT enriches life through a combination of 26 essential vitamins, minerals and blood building factors including fabulous B₁₂. If you are over 40 you owe it to your health to take GERIFORT Capsules every day.

Bottles of 100 GERIFORT Capsules

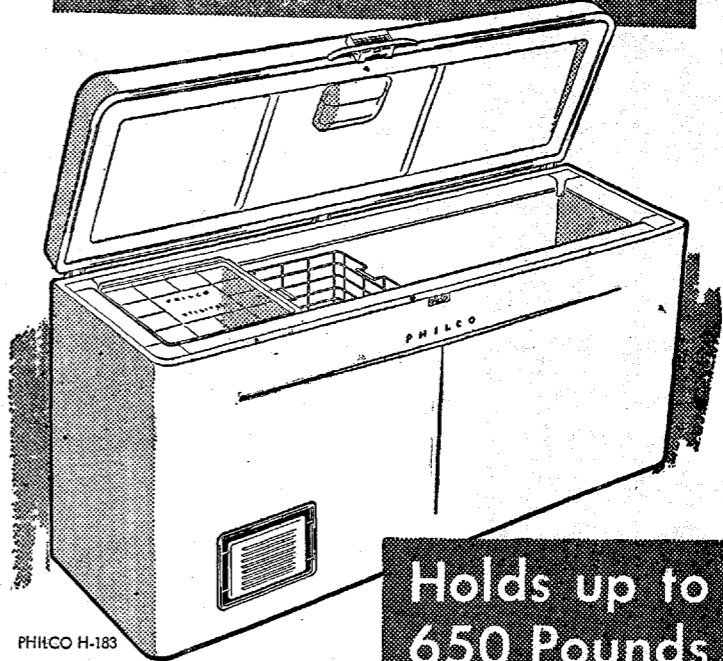
*Also in Liquid form \$5.95

HITE DRUG CO.
East Jordan

A New Low Price!

GIANT 18 1/2 CUBIC FOOT CAPACITY

PHILCO
FREEZER



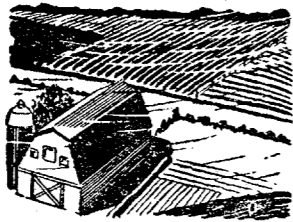
Holds up to
650 Pounds
in rustless white
porcelain interior

ALL for only

\$2.50 a week

SHERMANS' Firestone
Store

What You
CAN'T SEE
Can Hurt
You . . .



INSURE NOW FOR CROP DAMAGES

When the weather goes against you, it's good to know your crops are insured. See us soon.

ROBERT A. CAMPBELL AGENCY
William M. Swoboda, Manager
Complete Insurance and Bonding Service



From where I sit... by Joe Marsh

"Browser's" License

"Specs" Johnson, who thinks it's a real treat to spend an hour or so browsing in a bookshop found his idea of heaven up in Centerville last week.

"Just inside the door," Specs says, "there's a tray of bright blue buttons. If you want to look around without having someone suggest you buy the latest best-selling novel, or maybe a history of Africa, you pin a button on your coat lapel.

"You can poke around all you like. Then when you've found the book you want, take off the but-

ton, and someone's right there to take care of you."

From where I sit, everybody likes to make his own choice. It doesn't matter whether it's books, or preferences in clothing or makes of cars. And it's no surprise that folks have personal preferences in beverages, too. So if your neighbor orders a glass of beer while you're having coffee, remember he's entitled to his choice, too.

Joe Marsh

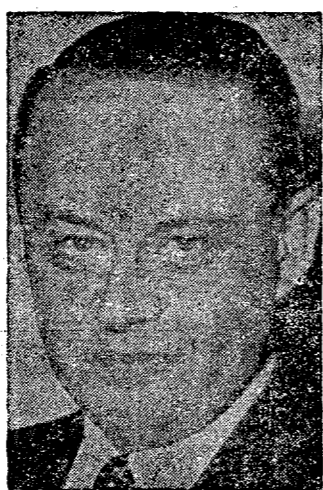
Copyright, 1954, United States Brewers Foundation

Blueberries
Are Ripe!

Robert J. Furlong, secretary of the Michigan Tourist Council said berries are ripe for picking in plains and marshes throughout the state's northern counties.

"Anyone with a strong back and a gourmet's appetite will enjoy picking blueberries," Furlong said.

SHOP EAST JORDAN



Don Habermehl says:

"I could not talk with each of you personally during this campaign. As a substitute would you listen to my Broadcast on the 31st day of July, at 7:00 p.m. o'clock over Stations WATC and WMBN."

ELECT

Donald M. Habermehl
Republican

STATE SENATOR
29th District

Primary Election
August 3, 1954

(Paid Political Ad)

South Arm News

Mrs. Lewis Erno and daughter and Mrs. Fred Rasch and children of Boyne City spent Wednesday with Mrs. Harold Goebel.

Mr. and Mrs. Otto Jacobson and children of Flint visited Mr. and Mrs. Harold Goebel and family Friday afternoon.

Mr. and Mrs. Joseph Pullen and children of Dearborn are spending the summer with her sister, Mrs. Mike Eaton and other relatives.

Mr. and Mrs. Delmar Hart held a reception at the hall Thursday evening honoring their daughter, Ruth, who became the bride of Dale Badgley of Vandenberg on July 16th. He is stationed at the AFB at Wichita Falls, Texas and left last Thursday for his base.

Mrs. Shirley Schumacher entered Charlevoix Hospital Sunday to undergo major surgery.

Mr. and Mrs. Frank Laurence of Hazel Park and Mr. and Mrs. Charles Schumacher were Monday supper guests at the Ewald Redmer home.

Mr. and Mrs. Lawrence Schumacher entertained 30 guests at dinner Sunday in honor of their baby daughter who was christened at the Lutheran Church.

A. D. Graham spent the week end with his wife at the Sparrow Hospital, Lansing. She is much improved and expects to be home soon.

The 4-H Flower Garden Members will please meet with Mrs. Liskum Friday at 10:00 a.m.

South Arm
Farm Bureau

The July South Arm Farm Bureau meeting was at the Walter Fowler home, and plans were made for a picnic at Whiting Park, the evening of July 27th.

The topic for discussion was the increase in sale of Michigan farm products. The group concluded that the Research and Education Program, set up by the state, should try to inform the consumer concerning the value of those products, and see that they are more extensively advertised. On the other hand, farmers should do a better job of grading their products, and raise crops that are not already over-produced.

The August meeting will be at the home of Mr. and Mrs. Bernard Partee.

GOOD
USED CARS

1934 to 1954

Ellsworth Farm Store

Melvin
Essenberg

Paul
Doctor

Vote

Ikens For Sheriff

For Continued
Honest And Satisfactory
Law Enforcement

22 Years Deputy Sheriff

pd. pol. ad

Enjoy GARDEN FRESH FOOD
All Year Long!

WITH AN **Electric**
FOOD FREEZER

Take advantage of abundant fresh fruits and vegetables in your garden or at the market with an Electric Food Freezer and have garden-goodness and "in season" flavor all year long.

With an Electric Food Freezer you can always serve flavorful, vitamin rich meals. There are fewer trips to the grocery. Having a supply of frozen foods on hand, you're always ready for quick, delicious meals for unexpected guests.

See these New Food Freezers. There's a size to suit your family . . . large or small and at a price you want to pay. You'll be glad you did.

BE MODERN
USE A FREEZER
Visit Your
Electric Food Freezer
DEALER

PE-4017-33

This Adv. Published in Cooperation with ELECTRIC FOOD FREEZER DEALERS by C.P.Co.

Mr. and Mrs. Charles Looze and son Dale spent the weekend at Flint visiting their son and daughter-in-law, Mr. and Mrs. Dale Looze and their two daughters who have employment there Patricia and Marilyn.

Mr. and Mrs. Grey DeForest and children, Jeri and Mark of Coopersville, Michigan visited at the Clarence Healey home from Wednesday until Sunday. Mrs. DeForest is the daughter of Mr. and Mrs. Healey.

NOW IN STOCK

Advance Pattern Book
Complete Stock

Advance Patterns

Fashions for Children — 35c

Chubby Girl's Patterns

All Sewing Needs

PERMA-LIFT BRAS — \$3.50
Strapless

PERMA-LIFT GIRDLES
\$2.95 - \$4.95

Chris's Department Store

Recreation Calendar

AUGUST 2nd - 6th

Monday
2:00 p.m. Softball — Boys 11 yrs. and under Charlevoix here
9:00 p.m. East Jordan Independents at Charlevoix

Tuesday
1:00 - 2:30 p.m. Softball — Boys 14 yrs and under
7:45 p.m. Pleasant Valley vs. E. J. Iron Works
9:00 p.m. Ellsworth C of C vs E. J. Independents

Wednesday
2:00 p.m. Baseball — Boyne City Jrs. vs E. J. Juniors
3:00 p.m. Softball — Boyne Jrs. vs E. J. Juniors
8:00 p.m. Square Dancing — Tourist Park.

Thursday
1:00-2:30 p.m. Girls Softball
2:30-4:30 p.m. Playground Activities Tourist Park
7:45 p.m. Game to be announced
9:00 p.m. Game to be announced

Friday
1:00-2:30 p.m. Softball — Boys 14 yrs. and under
2:30-4:30 p.m. Playground activities - Tourist Park

The Serviceman's Letter



G. I. NEWS

Page 8 * East Jordan News-Herald * Thursday, July 29, 1954

Hi Fellas:

After a long dry spell we at last have some rain today. Our tongues were hanging out for some moisture around here. It has been beautiful haying weather but some of the other crops

were sure suffering. This will make the fish bite better too.

Earl Bennett checked into check out from Yokota Air Base Japan. "I guess that it is about time that I was finding my old pen and thanking the home town folks for keeping the paper coming while I've been here in Japan. I will be leaving for the States the 31st of July. I won't have enough time in to go back with the outfit which is leaving on the 18th. The whole 98th Bomb Wing is moving to Lincoln, Nebraska. As soon as we get back we will turn our old B-29's in for storage and transfer over to the B-47 jet bomber. Yours truly, A-2c Earl R. Bennett."

Berton Bunker was in the PO this past week and informed me that he is now discharged and taking it easy a little bit before settling down to a civvy job. He left Japan on June 23rd and arrived in East Jordan on July 20, via Fort Sheridan.

Fred Walker is home on leave and will be leaving for Europe through Camp Kilmer on August 5th. He doesn't know as yet where he is going but promised to write and let us know when he gets there.

Joe Hammond has a change of address. He is now in the 8th Div on the USS Volcan (AR-5), c-o FPO, New York, N. Y. Joe is still in Norfolk but doesn't know just where the ship will be sent.

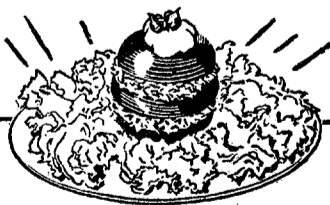
Glen Persons was in town on leave this last week. He has six months duty in the service and then when he gets out will be going right into college for four years of schooling.

George Rogers was up from Georgia on leave a week ago. George is still stationed at Milledgeville where he is teaching in a military college. George has been on TD at Fort Benning for several weeks and while there ran into Ed Lord who was there with the rifle team.

So Long, Men,
"Jake" Snyder



"The surest way to have happiness and peace of mind is to give them to somebody else."



Best dressed
WITH
the one
and only
Miracle
Whip
SALAD DRESSING

Phone Rates Not Enough To Meet Cost

The Public Service Commission has evidence before it of increased expenses and investment, together with declining earnings, for Michigan Bell Telephone Co. in the latter's efforts to obtain a rate increase.

At a rehearsing before the Commission, Michigan Bell presented testimony showing its investment is up about \$30,000,000, that the company's recent wage settlement had increased operating expenses over \$2,000,000 a year, and that earnings are down \$1,700,000 a year — all since the test year ending September 30 which the Commission used in denying the company's original rate request last May.

Keynoting the company's request, Jack H. Shuler, its general attorney, said, "telephone rates are simply not adequate to

cover 1954 costs and provide an adequate return on a greatly-expanded investment.

We are proud of the job we have done and are doing. But we need the help of this Commission to provide the strength and the muscle for the job ahead."

The rehearsing is scheduled to

continue at a later, indefinite date. Lawyers opposing the company's request have asked that the scope of the inquiry be broadened to include the reasonableness of present rates.

Michigan Bell originally applied in June, 1953, for a rate increase averaging 3 cents per telephone per day.

To All My Friends In and Around East Jordan:

I am again a candidate for the office of

SHERIFF
Of Charlevoix County

Your vote and Support will be appreciated.

Rose For Sheriff

CONGRATULATIONS TO—

OUR QUEEN!

MARIAN DANFORTH,

Daughter of Mr. and Mrs. Lester Danforth
East Jordan.

HUCKLE'S STUDIO OF PHOTOGRAPHY

LE 6-2332
119 MAIN STREET

LE 6-7043
EAST JORDAN

BIDS WANTED

The East Jordan Board of Education will receive sealed bids for the Settlement School property, former Jordan Primary District No. 2. This property consists of approximately one acre of land and school building. Bids must be in the hands of W. G. Boswell, Secretary, by 7:00 p.m. Monday, August 9, 1954.

The Board of Education reserves the right to refuse all bids.

W. G. Boswell, Secretary
30-2

Announcing

THE REOPENING OF

The B & B Drive In

Corner M-66 & M-32

East Jordan

Saturday, July 31st.

UNDER NEW MANAGEMENT

BERTHA WEBSTER

SEVERAL YEARS EXPERIENCE WITH CAL BENNETT AT CAL'S TAVERN

SHORT ORDERS — SANDWICHES — LUNCHES



Six feet from the flames

At 6:50 o'clock on a below-zero Sunday morning, a lone signal light glowed on the Bad Axe telephone switchboard. It was the United Missionary Church's line. Operator Maxine McLeod plugged in, thought she heard a sizzling, crackling sound... like FIRE! Immediately she rang that number.

Mrs. Marcus Krake, the minister's wife, came from the rear of the parsonage, which adjoined the church, to answer the telephone. She was horrified to see the church basement ablaze... six feet away!

The call had come just in time. Both church and parsonage were on the same

telephone line. Fire eating into the wiring in the church caused the operator's switchboard light to come on. Right after Mrs. Krake gave the address to the operator, the line went dead.

Miss McLeod rang the alarm siren. As volunteer firemen all over town called in, she told them where the fire was. Thanks to the alert operator, firemen were able to save the minister's home and nearby houses.



Maxine McLeod

Your telephone is worth a lot more than it costs.

MICHIGAN BELL TELEPHONE COMPANY

WIN a glorious 8 day vacation in beautiful Hawaii!

ENTER HERE FOR WESTERN MICHIGAN'S GRAND NEW Hawaiian Holiday CONTEST

Prizes Galore! All expense-paid air trip for two to Hawaii PLUS 11-cubi. cool Admiral Home Freezer • 3 Admiral Radio-Phonographs • 1 Deluxe Portable Barbecue • 4 sets of Aluminum Ware • 6 Aluminum Lawn Chairs

HURRY! CONTEST ENDS AUGUST 7th

PICK UP YOUR OFFICIAL ENTRY BLANK TODAY!

DOLE SLICED Pineapple	No. 2 can	THANK YOU CHERRY Pie Filling	3 cans
29c		87c	
KRAFT Cheez Whiz	8 oz jar	BORDEN'S Instant Coffee	5 oz jar
29c		\$1.45	
BAKER'S, 8 oz pkg Coconut	2 for	CHICKEN OF THE SEA, chunk style	3 cans
49c		\$1.00	
Pillsbury's Dole Fruit	tall can		
21c			
3 for HUNT'S, 14 oz	2 bottles		
89c			
3 for OLD STYLE Catsup	quart		
99c			
1/2 PRICE DEAL 2 for CRACKERS	lb.		
49c			
5 lb bag OLEOMARGARINE, solids 28c	qtrs.		
49c			

WATCH FOR OUR SHOPPER'S REVIEW EVERY OTHER WEEK

Our Six Self Serve Cases Will Help You Shop Faster And Easier
—DAIRY — MEATS — VEGETABLES — FROZEN FOODS—
—ICE CREAM—

Choice & Commercial BEEF, PORK, VEAL, LAMB, POULTRY
Priced Right — Quality Considered

FRESH FRUITS AND VEGETABLES

CLEAN STORE • LARGE STOCKS • EASY PARKING
• We are serving Shurfine Coffee on Friday and Saturday •



Jordan Frozen Locker Co.
THRIFT SUPER MARKET

STORE HOURS:

8:30 A.M. to 6:30 P.M. Friday and Saturday: 8:30 to 8