

Santa Claus To Bring Reindeer To East Jordan

Santa Claus with his reindeer will be in East Jordan Friday afternoon, December 23rd, at the East Jordan Businessmen's Association.



Sherrill Thomas and Fred Vogel, head of the merchants' Santa Claus program, said a letter from Santa told them he would bring along his reindeer and plenty of candy for

all the kiddies. The jolly old fellow will arrive at the post office building at 2 p.m. and expects that hundreds of kids will be there to greet him. Santa said in his letter that

in order to give candy to all, parents are asked to have their small children in line so they can step up to him one at a time.

youngsters in the past have made it difficult to give candy to the small tots, he said. This will be the first time Santa has visited East Jordan with his reindeer in many years. In late years his work has become

so heavy he has had to use cars to deliver all the candy and gifts. But he is making a special exception for all East Jordan kids this year, driving into town with his famous reindeer and sleigh. Remember the time and

date—2 p.m., Friday, December 23rd in front of the post office building. Santa says there will be gift candy for all if the children will remain in line and not cause too much confusion.

EAST JORDAN NEWS-HERALD

SERVING THE FASTEST GROWING AREA IN THE NORTH

EAST JORDAN NEWS &
CHARLEVOIX COUNTY
HERALD, CONSOLIDATED

VOLUME 59 NUMBER 50

EAST JORDAN, MICH., THURSDAY, DECEMBER 15, 1955

10 CENTS

CHEST DRIVE IS OVER \$6,000

OVER THE BACK FENCE

BY MARSHALL

A man asked us on the street the other day what we were going to do about "these high taxes." And that reminded us that Mrs. Al Rogers had stopped in with two tax receipts for lots in the city. One was for the lot on which the Michigan Bell building stands on the corner of E. 2nd and Second streets. The valuation was set at \$100. Total taxes for the year were \$1.77. These were broken down as follows: State tax, 13c, county tax, 30c, township tax, 10c, school tax, 77c. The other tax receipt was for the property on which the Earl Rubing house stands. Valuation \$200. Total year's taxes, \$1.58.

Before you grab odd sized weapons and race to the next council meeting, let us explain that these tax receipts were for the years 1953 and 1954. City taxes have really jumped since those days. But, of course wages and the general standard of living haven't gone up a bit.

If anyone can figure out how a city can have a \$200,000 sewage disposal plant and a \$400,000 school and still not raise taxes, let the city council know right away. They are interested in easy problems like that.

John Bos and spouse are going to take off their aprons and rush out to sunny Calif. They expect to have a good season at the Rose Bowl game. If they look real hard they may see Frank Stahl there escorting Bill Swoboda's secretary around. Also to be there in some sort of grand style will be Art Rouse. He's flying out with Dr. Hanna of Michigan State. Lucky people, all!

Downtown Detroit stores felt a sharp drop in total receipts since the newspapers are not going out anymore. The Michigan Press Association says the stores are finding that lack of advertising is cutting deep into the merchants' Christmas business.

One of the merchants' association jobs is to attract people to the city who will spend money here and come back again sometime. But the rate things are going there will be more people here whether or not anything is ever done to attract them. That's because within the last four years Michigan has increased in population to where there now are 656,000 more people calling the state their home. That's equal to a new city larger than Grand Rapids. In another four years there will be another "Grand Rapids" scattered around the state. State population has jumped 10.3 percent in the last four years. Total now is 7,028,000.

Harry Simmon's idea to open another street parallel to Main street to help funnel traffic thru town sounds pretty darn logical. It would run along the lake front and connect with the Cemetery hill road on to Boyne. If our traffic problem continues to grow the way it has in the last year or so, something like this will have to be done.

One Detroit newspaperman says that for years Detroit newspapers have been fighting for freedom of the press. Now he wonders if the people are enjoying it.

BASKETBALL

Devils Whip Ironmen 48-34 Tuesday Night

Study Mental Health Project For This Area

School superintendents of Charlevoix, Emmet and Cheboygan counties met with representatives of Central Michigan College and the Michigan Society for Mental Health at a luncheon meeting Friday to discuss the planned activities of the school mental health projects in this area during the next three years. James F. Kipfer, coordinator of the project, described several areas of study and outlined several workshop series that would be of special interest to teachers. Central Michigan College representatives gave assurance of their complete cooperation. James F. Kipfer and Harold Webster, executive secretary, represented the Michigan Society of Mental Health. CMC representatives were Woodward Smith, director of field services, J. D. Marcus, Al Rolph and Dr. Curtis Nash, head of the department of psychology and education. Charles Robinson and Roy G. Bennett represented Charlevoix County.

Cancer Society Plans County Program

The executive committee of the Charlevoix Chapter of American Cancer Society met at the home of Mrs. E. E. Wade in East Jordan December 7th. The committee approved the budget for the coming year, and planned a program of education and service for Charlevoix county. A memorial gift was received in memory of the late C. W. Hipp of East Jordan. Mrs. Ronald Scott is continuing as chairman of the smoking survey and will give a report at a later meeting. The American Cancer Society is anxious to be of service to the community. Anyone in need of Cancer dressings transportation for X-Ray treatment or emergency treatment is urged to contact their local chairman who are: Mrs. Henry Erber of Boyne City, Mrs. E. E. Wade of East Jordan and Mrs. J. C. Marshall of Mrs. Alice Bellingier of Charlevoix.

Grades In Christmas Operetta

East Jordan elementary school will present its annual Christmas operetta Tuesday, December 20, at 1:30 p.m. in the gymnasium. A play entitled "On Christmas Hill" will be given on stage by 45 pupils from six grades. A Moon-light chorus of 500 elementary school children will march in a procession carrying gifts to be used in Christmas baskets, which the American Legion will distribute. The chorus will sing from the bleachers. The public is invited. Junior high will see dress rehearsal Monday, December 19, at 1:30. Wednesday morning, December 21, each elementary room will have its Christmas party in the room, with gift exchange.

Gayle Saxton's improving basketball outfit climbed out of the Northern Michigan Class C cellar standings Tuesday night with their 14 lead count over the Mancelona Ironmen on the local court.

The locals jumped into the lead at the starting gun and widened the margin 28-9 at half time. With every player having time on the floor, Saxton's men were out front 48-34 at the final whistle.

The win gave the Red Devils a one win and two loss record in the three games thus far played.

East Jordan was fresh from their 58-42 whipping by the Charlevoix Raiders on Don Carey's court, last Friday night.

At Charlevoix the Raiders held a 16-13 first quarter edge over the locals with the score 33 to 23 at halftime. Although Charlevoix held East Jordan to only four in the third period, the locals outpointed the Raiders, 15 to 11 in the final quarter.

Northern C loop standings as of Tuesday night were:

Pellston	2 0
Boyer City	2 0
Grayling	2 0
Charlevoix	1 1
Harbor Springs	1 1
EAST JORDAN	1 2
Gaylord	0 2
Mancelona	0 3

Friday night the Red Devils will meet Harbor Springs at the home school.

Grayling has beaten Harbor Springs, 62-53, but the Rams were victorious over Charlevoix recently 47-45 and also beat the Cheboygan Chiefs.

Grayling will play at Charlevoix, Boyne City at Pellston and Gaylord at Mancelona.

Next Tuesday night Charlevoix will play at Boyne City, Gaylord at Grayling and Pellston at Harbor Springs.

After Friday night East Jordan will not play again until they meet Gaylord, January 6th.

Community Manger Scene Ready For Public

The Methodist Church, under the direction of George Klooster and Ralph Shepard, has erected the outdoor Creche at 4th and E. 2nd Streets. Everyone is being urged to have family worship at the Manger in their car sometime between now and Christmas. They may drive up and park for family devotions. Put "Christ back in Christmas," is the Church request.

PTC Plans Annual Dance December 28

The annual Parent Teachers Club dance will be held 8 p.m. at the high school, Wednesday, December 28th. The dance is open to the public with parents and children invited. Refreshments will be served. Music will be furnished by Aetelli orchestra. Mrs. Keith Annear is in charge of the decorating committee and Mrs. Ole Neilson, refreshments.

Saturday Deadline

Jordan's residential and merchants' Christmas decorating contests will be run off Monday night. Saturday is the deadline for homeowners to have contest blanks filled out and returned to the News-Herald office.

First prize in both contests is \$25; second, \$15 and third, \$10. Merchants need only to trim their windows. No application is necessary.

Out of town judges will be in East Jordan Monday afternoon ready for the night's judging. The outdoor decorations at homes will be judged first with merchants' windows following.

Announcement of winners will be published in next week's issue of the News-Herald, which is the annual Christmas issue.

Award money for the two contests is being supplied by the State Bank of East Jordan.

All merchants and homeowners are urged to take part in the contest, adding to the Christmas spirit in the community.

Plan to join the contests today!

TOPS IN FOOTBALL

Southwest Hails Devine, Former Devils' Coach

Dan Devine, one-time East Jordan high school coach, has been chosen "Coach of the Year" in the Border Conference by his fellow conference coaches and as a result of the honor will guide the Border Conference All-Stars against the Sky-Line Conference All-Stars in the Salad Bowl, January 2nd.

Devine, in his first year as head coach of Arizona State of Tempe, Arizona guided his team to second place in the final standings losing the title by one point in a 7 to 6 loss to the University of Arizona.

Sammy Baugh of Hardin-Simmons, one of the all-time greats of pro-football with the Washington Redskins, will serve on Devine's staff for the January 2nd encounter.

Upon leaving East Jordan in 1950, Devine moved on to Michigan State where he completed work toward his M. A. degree.

While at State he served for 2 years as a general assistant, moved to frosh coach in 1953, and to backfield coach in 1954.

Serving as end coach under Devine at Arizona State is Bob Carey, one-time MSU All-American end, who hails from Charlevoix.

With one game still to go, Devine's Arizona State team has compiled a 7-2-1 record.

Set Boyne School Meet

The northern Michigan school superintendents round table will meet at the Hotel Dilworth Thursday, (today). The following items will be discussed: A report on state legislation; a report from the local representatives to the national White House conference; and the recent \$9.00 per pupil state legislation.

Ice Skating Soon

Work is being completed on East Jordan's inside ice skating rink. Rotary Club members have been working in the back of the community building making the preparations. Announcement will be made when the rink is ready for general public use.

Downs Praised For Work As Campaign Drive Chairman

The East Jordan Community Chest's 1955 campaign drive totaled \$6,217, according to information released at a board of directors meeting Tuesday night.

Chest President Bill Swoboda said the total was \$217 over the Chest's 1956 budget of \$6,000.

Drive Chairman William Downs received high praise from the board for the manner in which he carried out the campaign. "Everyone on the board owes you many congratulations for the fine job you've done," Swoboda told Downs at the meeting.

The president said Downs' fresh ideas injected into the drive and his ability to organize workers did much to put the drive over the top. Some 70 people worked actively on the campaign.

Swoboda said Downs had just come out of the hospital and was in bed with a broken leg when he took on the big job as drive chairman.

Downs replied that he had just collected money; and that the workers did the campaigning.

MEMBERS OF the board also expressed their appreciation to all those who aided in making the drive successful.

The members discussed the possibility of including the American Red Cross in the Chest's work. The American Cancer Society and the March of Dimes drive will not be included, it was said.

Red Cross representatives from Boyne City discussed their county-wide drive work with the board saying they would be glad to have the Red Cross included in the East Jordan Chest's campaign. If this happens there would be no individual Red Cross drive here.

President Swoboda asked that East Jordan residents express their desire concerning this to Chest board members. The board would like to discover the general feeling concerning the step of including the Red Cross in the annual campaign drive.

A telephone call or letter would be appreciated, Swoboda said.

Members of the board are: Bill Swoboda, Phyllis Malpass, Bill Grauel, Leo Sommerville, Agnes Darbee, Vale Gee, Keith Annear, Betty Boswell and Marshall Bayles.

GAYLE SAXTON, summer recreation director was instructed by the board to attend a Petoskey meeting in hope of finding a new summer camp for local children.

It has also been the desire of other communities to select another boy's summer camp site. The boys have been attending camp at Oqueoc, near Rogers City. Several other locations have been suggested.

Saxton will report back to the board at its January 18th meeting.

Rites Held Here For John Olsen

Rev. Dale Larson conducted the services held for John Errett Olsen, 49, Thursday, December 8th, at 2 p.m. at Watson Funeral Home in East Jordan. He passed away at his home in East Jordan after a lengthy illness.

Mr. Olsen was born in East Jordan July 1, 1906. His mother, Mrs. Randina Olsen, of East Jordan survives him. He was married September 18, 1929 in Petoskey. His wife survives. Also surviving are one daughter, Mary Jo, age 13; two sisters, Thelma Lyons of Grand Rapids and Hilda Bathke of East Jordan and three brothers, Alfred of Grand Haven, Ole and Ingwald of East Jordan.

Bearers were Billy and Jack Lyons, Glenn Neumann, Ray Olson, Donald Olson and Dick McKinnon. Burial was in Sunset Hill cemetery, East Jordan.

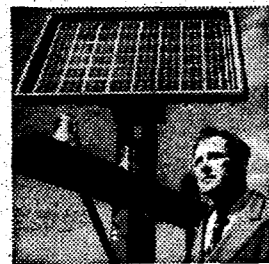
Relatives and friends from out of town to attend the funeral were Mr. and Mrs. Wayne Williams of Detroit, Dorothy Williams of Inkster, Margaret McConnell of Lansing, Mr. and Mrs. Ray Williams of Petoskey, Thelma Lyons, William and Jack Lyons of Grand Rapids, Alfred Olson of Grand Haven and Donald Olson of Lansing.

Residents are also reminded that local gas stations will have special hours on Christmas day.

Discolored Paper

East Jordan Telephone Lines

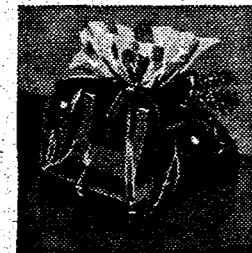
LES JOHNSON
Michigan Bell Manager



OLD MAN SUN powers rural telephone system! That's the news from Americus, Ga., where successful experiments using the Bell Solar Battery were recently conducted. The Solar Battery, an invention of Bell Telephone Laboratories, is the first

successful device to convert the sun's energy directly into a substantial amount of electricity. While it is still too early to predict the future role of the Solar Battery, its development is part of continuing research to help bring more and better telephone service to rural areas.

DID YOU KNOW that Michigan Bell is the largest single taxpayer to the State primary school fund? This year over 8 million dollars was paid by Michigan Bell to the fund. The fund is allocated to school districts throughout Michigan in proportion to the number of pupils in each.



TRYING TO SOLVE that Christmas shopping question, "What can I give that's different?" How's this for an answer—**EXTENSION TELEPHONES**. They make a unique gift—not likely to be duplicated by others.

And they'll be appreciated every day of the year—save countless hours—take the "run" out of running the home. The cost—just \$1.21 a month, including tax, plus a one-time installation charge. Order them from our business office today—gift-wrapped free to be installed after Christmas.

EAST JORDAN NEWS-HERALD

EDITORIAL PAGE

Page 2 • East Jordan News-Herald • Thursday, December 15, 1955

High Farm Price

Michigan farm real estate prices are now at their all-time high. Instead of dropping as they usually do during a period of declining farm incomes, our index of farm real estate prices increased approximately 5 percent between July 1954 and July 1955.

Several factors have contributed to this increase. In most areas, farm sales activity has remained fairly low and the volume of farm listings has been low relative to demand. Very few owners have been under financial pressure to sell. And many owners who normally would sell are waiting until they qualify for social security benefits before they put their farms on the market. As a result of this situation, "asking prices" on desirable farms have remained high, and many sellers have been able to get their prices.

Farmers would face even tougher sledding if the general economy were not going strong. General prosperity has maintained demand and also has made it possible for surplus labor in agriculture to find productive employment off the farm. —Michigan Farm Economics

Farmers' Social Security Topic of County Meeting

Services Held At Atlanta For John Hosler

Services were held Sunday at 2 p.m. at the Full Gospel Church in Atlanta for John Ray Hosler, former East Jordan resident and old time lumberjack for the East Jordan Lumber Company. Mr. Hosler died very suddenly of heart trouble December 8th at Atlanta. He was almost 70.

Born January 27, 1886 in Echo Township, Mr. Hosler has been a northern Michigan resident all his life. He was married in 1919 in East Jordan to Iva Howard, who survives him.

Also surviving are one daughter, Carla MacManus of Muskegon, three grandchildren and one great grandchild; one sister, Sadie Biles of California; three brothers, William of Alberta, Canada, Edward of Detroit and Dewey of Ellsworth.

The following letter was written to Mrs. Iva Hosler following the death of her husband by the Reiley family of Bellaire, well known in this area from the lumbering days.

Dear Iva,
We wish to express our deepest sympathy in your time of sorrow.

To you, the loss will be the greatest but, we will all miss the big "lumberjack" too.

To us, John was a man of the outdoors and a lover of wild life. Therefore we believe that he would rather have a living memorial than flowers.

We are going to make a planting of pine seedlings in the form of an "H" at the site of the Pinery, Bridge Camp.

This, we trust will serve as a growing landmark in memory of one of the great lumberjacks who felled the mighty forests of the Jordan River.

Herb, Florence, Dick, Mike and Janice.
Ora and Harry Reiley.

"I rented out 40 acres to my neighbor on shares this year. Can that income be counted for social security purposes?"

"What form do I use — and when do I have to file my report?"

These and countless other questions regarding social security for farmers will be answered at the 1956 Bureau of Economics Program Friday afternoon, December 16, 8:30 a.m. to 12:30 p.m. at the Charlevoix county agricultural agent announced. The program will start 2 p.m. at the courthouse in Charlevoix.

Information on social security will be only one portion of the two-hour meeting. Personal farm issues will also be discussed. Russell Mawby, agricultural economist from Michigan State will assist the county extension office with the program.

All phases of the social security program pertaining to farmers and farm workers will be discussed. Included will be information on coverage, cost of the program, benefits, options available in reporting, income excluded for social security purposes, records, and reports necessary and management practices.

A representative from the Social Security administration field office at Traverse City will be on hand to assist with individual problems.

Features of farm programs now being considered, with background information, will be presented as another highlight of the meeting.

Farmers will be interested in this farm policy debate since some of the "off the farm" policy decisions are of major importance in the success or failure of individual farms," Reberman stated.

READ THE WANT ADS!

Quote!

Curiosity is one of the permanent and certain characteristics of a vigorous intellect. Every advance into knowledge opens prospects and produces new incitements to further progress. —Johnson.

The wheel of fortune turns round incessantly, and who can say to himself, "I shall today be uppermost." —Confucius.

We judge ourselves by what we feel capable of doing; others judge us by what we have done. —Longfellow.

The life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he hoped to make it. —James M. Barrie.

Men are seldom more innocently employed than when they are honestly making money. —Johnson.

NORTHERN LIGHTS

(Compiled by the News-Herald Staff)

Someone ought to publish an up to date Charlevoix county map listing all commercial resorts, lakes, rivers, towns, cities, streets; highways, civic buildings, etc. Big summer demand for such map.

Motorists' gripe: County road sanding starts too close to top and too close to bottom of hills.

Boxer Dead?

Oliver Duplessis, one-time Golden Glove boxing stand-out in northern Michigan, is being declared legally dead. It is believed he drowned near Traverse City last August 29, although his body has never been found. Oliver fought out of East Jordan in the northern Michigan Golden Glove tournament at Boyne City back in late 30's. His home was at Charlevoix, but he trained in East Jordan. Oliver was making a ring name for himself along with Don Dexter, of Boyne City near depression's end. He is being declared legally dead so his wife can clear jointly-held property.

To Spend Winter . . .

Northern Michigan Swan including those from East Jordan are enjoying hospitality of folks around Grand Traverse Bay. Numbering 24 birds, they can be found in West Bay between Burke Coal and Sinclair docks. About 70 whistling Swan were seen recently passing over Grand Traverse Bay. About 28 were seen on Boardman Lake and nine stopped briefly on Fife Lake on way south. Mute Swan, however, remain on Grand Traverse Bay through winter. In spring they will return to Jordan river where they are an outstanding summer attraction.

Cute Cop

A pretty 20-year old East Jordan girl has joined the Washington force of FBI. She is Janet Rusnell, who stepped from her school of business training at Muskegon into a "very interesting position" with the Federal Bureau of Investigation. Janet is the daughter of Mr. and Mrs. Raleigh Rusnell, of 207 East Mary Street. Her father is a machinist at East Jordan Iron Works. She was graduated from East Jordan high school in 1954.



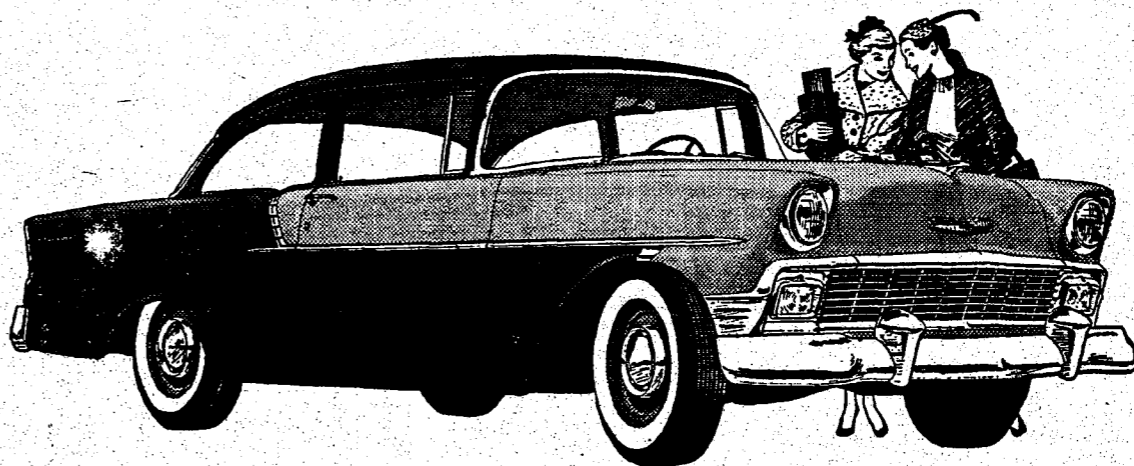
---Rates Are LOWER!

TWO CAR FAMILIES — Insurance rates now reduced 25% on additional family cars used for private passenger use only

LET US QUOTE a premium on all your automobiles.

ROBERT A. CAMPBELL AGENCY
WILLIAM M. SWOBODA, Manager
Complete Insurance and Bonding Service

This Chevrolet keeps a secret...beautifully!



The "One-Fifty" 2-door sedan—one of 4 models in Chevrolet's smart and sprightly "One-Fifty" series.

It's one of Chevrolet's New "ONE-FIFTY" series . . . the lowest priced of all the new Chevrolets.

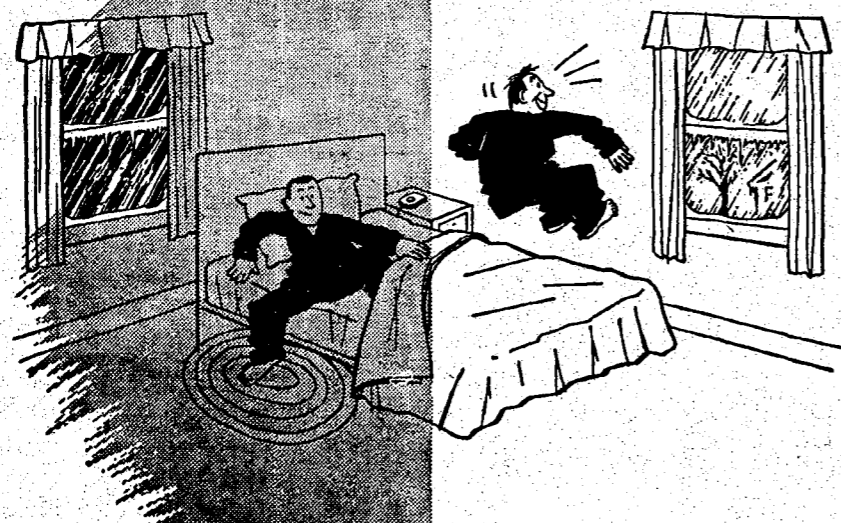
You'd never know it to look at all that chrome treatment or to feel that new power ranging up to 205 H.P.

Come in soon and let us tell you its big secret—its low price tag!

A. R. Sinclair Sales
EAST JORDAN, MICHIGAN

Electric Blankets

PROVIDE WONDERFUL NEW SLEEPING COMFORT



Get in between comfortably pre-warmed sheets

Bound out in the A.M. refreshed and invigorated

When bedtime comes think how wonderful it would be to climb into a bed already warm. The heat is gone. Then you can't help but drift off to glorious, relaxing slumber. Think of it, one light-weight electric blanket in all you need to keep comfortably warm. Automatic controls maintain the degree of warmth you select, no matter how cold the night. Select your blanket today and enjoy the sleep of your life tonight.



The Ideal Gift!

If you have trouble selecting these extra special gifts, an automatic electric blanket or sheet is sure to please.

Visit any ELECTRIC APPLIANCE DEALER



THIS IS GOING
TO BE OUR
BEST
CHRISTMAS
EVER!

This year everyone
at home is happy
we **SAVED** for this
Christmas

Enrolling in our Christmas Savings Club will
provide for Christmas expenses in 1956.

A deposit of \$2.00 per week will bring you a
Christmas check of \$100 next year in plenty of
time to do all your Christmas shopping early.

JOIN TODAY!

State Bank of East Jordan

2% interest paid on savings

TELEVISION

Cadillac-- Traverse City

2:40	Health & Happiness	10:30	Your Hit Parade
2:45	Shopping Tips	11:00	Final Edition
3:00	NBC Matinee Theatre	11:10	Weather
4:00	A Date With Life	11:15	Classic Theatre
4:15	First Love		
4:30	World of Mr. Sweeney		
4:45	Toyland Express		
5:00	Deputy Don		
5:30	Candid Camera		
6:00	News		
6:15	Sports Today		
6:25	Weather		
6:30	Bundy Mt. Jamboree		
7:00	Michigan Outdoors		
7:30	Dinah Shore		
7:45	News Caravan		
8:00	You Bet Your Life		
8:30	The Peoples Choice		
9:00	Dragnet		
9:30	Ford Theatre		
10:00	Hockey		
10:45	Michigan Conservation		
11:00	Final Edition		
11:10	Weather		
11:15	Chicago Wrestling		

2:55	Health & Happiness	10:00	Garry Moore
3:00	Matinee Theater	10:15	Service Salutes
4:00	A Date With Life	10:30	Facts Forum
4:15	First Love	10:45	Man To Man
4:30	World of Mr. Sweeney	11:00	The Christophers
4:50	Santa Claus Program	11:30	Party Line
5:00	Deputy Don	12:00	Valiant Lady
5:30	Mr. Wizard	12:15	Love of Life
6:00	News	12:30	Search for Tomorrow
6:15	Sports Today	12:45	The Guiding Light
6:25	Weather	1:00	News Weather
6:30	Limelight	1:15	Air Force Digest
6:45	Movie Museum	1:30	Love Story
7:00	Great Gildersleeve	2:00	Today's Movieland
7:30	Coke Time	3:00	Mitch & The Missus
7:45	News Caravan	3:30	Service Salutes
8:00	His Honor, Homer Bell	3:45	Bob Crosby
8:30	Life of Riley	4:00	The Brighter Day
9:00	Big Story	4:15	The Secret Storm
9:30	Star Sage	4:30	On Your Account
10:00	Cavalcade of Sports	5:00	Kids Corner
10:45	Organ Moods	6:00	News
11:00	Final Edition	6:15	Weather
11:10	Weather	6:20	Sports
11:15	Million Dollar Movie	6:30	Michigan Consolidated

3:30	U of M TV Hour	1:30	Electricity At Work
4:30	Childrens Hour	1:45	Michigan Report
5:00	The Christophers	2:00	Big Top
5:30	This Is The Life	1:00	Western Time
6:00	Wait Nowak Show	2:00	Just Travelin
6:30	It's A Great Life	2:30	Random Reels
7:00	Mayor of The Town	3:00	U of M TV Hour
7:30	Big Surprise	4:00	Wrestling
8:00	Perry Como Show	5:00	Grand Ole Opry
9:00	People Are Funny	6:00	Gabby Hayes
9:30	Jimmy Durants	7:00	Lawrence Welk
10:00	George Gobel	8:00	Stage Show
		8:30	The Honeymooners
		9:00	Two For The Money
		9:30	Ford Star Jubilee
		10:00	Premiere Playhouse

Christmas Suggestions

FOR LADIES

- Dresses
- Sweaters
- Blouses
- Stationery
- Gift Sets by Lander
- Wrisley's Cologne
- House Slippers

FOR MEN

- Flash Lights
- Shaving Sets
- Stationery
- Shirts
- Ties, Belts
- Jackets
- Billfolds

Costume Jewelry

We Have a Wonderful Assortment of Toys

LAING'S 5 to \$1.00 Store

Mancelona, Michigan



Santa says...

"Give A
Gift For
The Whole
Family
To Enjoy...

...FOR 52 WEEKS PER YEAR"

Special Until Christmas

SUBSCRIPTIONS OUTSIDE NORTHERN MICHIGAN

\$2.50 Per Year

Regularly \$3.50 Per Year

**EAST JORDAN
NEWS-HERALD**



Thursday, December 15, 1955 * East Jordan News-Herald * Page 5

One of the big events in professional football, of course, is the world championship contest between the Western and Eastern division winners, such as occurs Sunday, Dec. 18.

A lot is at stake, not the least of which is cold cash. The difference between the winners' and losers' share of the play-off money is a meaty 20 percent, amounting to around \$1,000 per player.

One thousand bucks for 60 minutes' work isn't hard to take at all.

Then there's the matter of being world's champion, the best in football, and the players and fans take pride in that. However, in the interest of honest reporting, it must be admitted that most players are not greatly excited over being in the Big Game.

They've been around too long and have had too many other thrills as collegians to be impressed by the title contest. To them, it is just another ball game.

Of course, there is great satisfaction in playing the game, but inasmuch as he's playing for money, the pro is out to win because it means the wherewithal for a lot of groceries on the table.

In the Lions' case, we got \$1,500 per man last year in losing to the Cleveland Browns. Each of the Browns collected \$2,480, a National Football League record. But the year before when we whipped the Browns, we drew the major share, exactly \$2,424 per man.

The money formula is arrived at of visiting team (the latter not being done during the regular season.)

Of the net amount, 20 per cent goes to the league and 10 per cent to the second place teams in each division. The remaining 70 percent then is split 60-40 between winner and loser.

The players themselves vote on who will share the profits.

PIE SLICED UP

All the receipts are lumped together, the box-office take, radio and TV fees of approximately \$100,000, revenue from sale of programs, etc. Then all the expenses are deducted, including rental of stadium and transport. Even the locker room attendant was handed a \$500 slice last year.

CO-CAPTAINED CHAMPS

That \$2,424 I received in 1953 was the most I ever got for playing a football game. It was my most enjoyable season in football, too, but for reasons other than money. The Lions of 1953 were the greatest team I ever played on. I had the satisfaction of being co-captain with Doak Walker. And it was the year we edged the Browns by one point.

17-16, in a memorable game. But I can't say any of these were my greatest thrill in football. I was more excited when I played on the Gary Lew Wallace High team that successively was runner-up and won the state championship of Indiana some years ago.

SPORTSMEN'S HEADQUARTERS

HUNTING & FISHING LICENSES ISSUED

- Excellent Coffee
- Complete Meals
- Home Baked Goods

**Bill's
Duck Inn**
BEER — WINE — IN or OUT



From where I sit... by Joe Marsh

New Light on an Old Subject

Mr. Evans from the Lighting Company gave an interesting talk at the Community Hall last night — on how farmers can cut electric bills. For those who missed it, here's a short recap.

Don't try to light up the cobwebs in the rafters. Use a reflector and a smaller bulb will probably do the job. Too many farmers use naked bulbs that waste 50% of the light.

Try using moveable projector bulbs that beam light the way a searchlight does. A couple of these "spots" will often give you

better illumination than a gang of juice-wasting overhead lamps.

From where I sit, it's amazing how often we misuse the things we have... like electricity. We also make a mistake if we misuse our right of personal choice — about which candidate to vote for, say, or whether beer or coffee makes the ideal mealtime drink — by trying to force our opinions on others. Respect for the other fellow's point of view should be our "guiding light."

Joe Marsh

Copyright, 1955, United States Brewers Foundation

Just what I wanted...
TOOLS

Show Him You Care at Christmas

- WRENCHES
- HAMMERS
- HAND DRILLS
- ELECTRIC DRILLS
- SCREW DRIVERS
- CHISELS
- RULES, Wood, Metal
- AXES
- VISES
- PLANES

• JUNIOR WELDING SETS

ALSO FOR MOM

- BATHROOM SCALES
- VACUUM CLEANERS

YOUR CHRISTMAS STORE

Al Thorsen Lumber Co.



"No matter how much a man can make, the cost of living is fixed at...how much a man can make!"

R & R Television
of East Jordan

wishes you a Merry Christmas and offers you better TV and radio service throughout the new year

SEE R & R TELEVISION FOR

THE NEW V. M. RECORD PLAYERS
FOR CHRISTMAS

203 Mill Street, East Jordan

Phone LE 6-7349



G. I. NEWS

Page 6 • East Jordan News-Herald • Thursday, December 15, 1955

The Servicemen's column received a Christmas card from John Pawnesing. His address now is Pvt. John Pawnesing, RA 16 324 859, 94 Eng Co Fld Maint, APO 503, c-o PM, San Francisco, California.

A news release from the Fleet Home Town News Center at Great Lakes, Illinois tells us that Jerome J. Brennan, son of Mr. and Mrs. John B. Brennan of 401 Main st., East Jordan, Mich., is scheduled to graduate from recruit training December 10 at the Naval Training Center, Great Lakes, Ill.

The nine weeks of "Boot Camp" includes drill and instruction in seamanship, gunnery, life saving, sea survival, boat handling and the use of small arms.

Following two weeks leave, graduates will be assigned to shipboard duties or service schools depending on the qualifications each has demonstrated.

Next to acquiring good friends, the best acquisition is that of good books.—Colton. Wind puffs up empty bladders; opinions, fools.—Socrates.

Fresh-up for the Holiday Season



East Jordan Cleaners

Stormer Back From National Ag. Meeting

Don Stormer has been attending the 1955 convention of the National Vocational Agricultural teachers association in Atlantic City.

He was one of five Michigan vo-ag teachers named by the board of directors of the state association to attend the convention.

Those from Michigan were: Carl McKim, Eaton Rapids; Robert Jewell, Pinconning; Donovan Cronkite, Stockbridge; Paul Nevel, Carlton; and Stormer, East Jordan.

The convention was attended by representatives from every state.

The country is divided up into regions with Michigan as No. 4. The president of region 4 is Robert Howey, of Sycamore, Ill.

The Michigan group drove on the new Ohio turnpike and toured the egg producing area of New Jersey. They also visited the farm of the first national president of the Future Farmers of America.

The local FFA members extend their appreciation to Mr. Karr who took over the class while Mr. Stormer was away—Don Peters, FFA reporter.

Trust men and they will be true to you; treat them greatly and they will show themselves great.—Emerson.



My Neighbors
"It's your misunderstood darling again, ma'am. The school bus driver couldn't understand why Junior beamed him with a ruler!"

FROM OUR CORRESPONDENTS

About People You Know

Wilson Township

The children of Christ Lutheran Church of Wilson Township will have their Christmas program Friday, December 23rd at 8 p.m.

The Ladies Aid held their Christmas party at the home of Mrs. Jean Korthase. There were 15 ladies present. After the business meeting games were played and an exchange of gifts was held, and a pot luck lunch was served.

Mrs. Nellie Knop took Phillip Craig to the Munson hospital in Traverse City for a check up last week, and to the clinic in Petoskey.

Henry Knop, who has been a patient at the Little Traverse hospital in Petoskey for two weeks with a broken arm and infection in his knee, expects to return home this week.

Marie Korthase came home last Wednesday from Little Traverse hospital where she has been a surgical patient.

Horace Warn entertained the following guests at his home Sunday afternoon and evening: Mr. and Mrs. Charles Reidel, Mr. and Mrs. Ed Henning, Ann Wolf, Alma Wolters and Mrs. Henry Knop.

Mr. and Mrs. Edward Thorsen had their new home wired.

Mr. and Mrs. Ora Scott have moved to Kalamazoo where they plan to spend the winter.

Mr. and Mrs. Robert Behling and son of Sault Ste. Marie spent the week end with his brothers, James and Herman, and families.

Walter Kurtz and family are spending the winter in Grand Rapids where he has employment.

Mr. and Mrs. Aug Behling and son, Leo, spent Sunday afternoon and evening with Mrs. Behling's sister and family, Mr. and Mrs. Rex Murray, near Intermediate Lake.

Mr. and Mrs. Pete Boyer entertained the Jim Craig children Sunday: Charlotte of Saginaw, Bob and Jimmie of Boyne City and Phillip of Wilson. Their son, Bernard, of Saginaw, was also a visitor.

West Peninsula

The Advance Board of Commerce met Tuesday evening with Mr. and Mrs. Robert Williamson in their new home with a good attendance. An exchange of gifts was made after the meeting. Games were played and there was a pot luck lunch. The next meeting will be held at the Club House at Advance and the host and hostess will be Mr. and Mrs. Henry Howard.

The Peninsula Farm Bureau met Friday evening with Mr. and Mrs. William Gaunt Sr. Thirteen members were present. There was an exchange of gifts after the meeting, and a pot luck lunch was served. The next meeting will be held at the Vern Boyer home.

The Ancient Order of Gleaners met Saturday evening at the Star Community Hall. All present officers were unanimously reelected with the exception of Secretary, Mrs. Emma Hayden is the new secretary. After the meeting an oyster supper was served.

The Peninsula 4-H sewing club met with their new leader, Mrs. Eloise Crowell Saturday afternoon.

E. H. Phillips was home for the weekend.

Mrs. Eleanor Gibson spent the evening Saturday with Mr. and Mrs. Earl Bricker.

Every seven minutes an American is saved from dying of cancer. With early diagnosis, twice as many could be saved. Join the American Cancer Society Crusade to control cancer.

CAREFUL!
CROSS THAT FENCE SAFELY

KEEP HUNTING A SAFE SPORT
PREVENT FOREST AND GRASS FIRES



CHURCH SERVICES

ST. JOSEPH CHURCH
Rev. Joseph J. Maliszewski
Sunday—7:30 and 9:30 a.m.
Holydays—7:30 a.m. & 7:30 p.m.
First Fridays—7:30 p.m.
Weekdays—7:30 a.m.

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.
Prayer Meeting (Thurs.) 8:00

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.

BIBLE BAPTIST CHURCH
Central Lake
Rev. Paul Gelatt, Minister
Bible School—10 a.m.
Worship—11 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
Evangelistic Service, Sunday—8:00 p.m.

FIRST BAPTIST CHURCH
Rev. Roy Green, Pastor
Sunday School and Church—10:30 to 12 noon
Evangelistic Service—7:45 p.m.
Thursday at 7:45 p.m.—Teaching Service

EVANGELICAL LUTHERAN CHURCH
Rev. Dale Larson Pastor
Sunday School every Sunday at 9:45 a.m. Classes for all ages.
Church services every Sunday at 11:00 a.m. Communion Service first Sunday of every month
Family social dinner second Sunday of month following morning service.

REORGANIZED CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS
Church School—10:00 a.m.
Morning Worship—11:00 a.m.
Zions League Tuesday 7:30 p.m.
Prayer Service Wed., 8:00 p.m.

ASSEMBLY OF GOD
Rev. H. L. Moody
Sunday School—10:00 a.m.
Morning Worship—11:00 a.m.
Sunday Evangelistic Service—8:00 p.m.
Thursday Prayer Meeting—8:00 p.m.

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

READ THE WANT ADS!

Lona Theatre
Mancelona, Michigan

Friday & Saturday, Dec. 16-17

"Shotgun"
S. Hayden Yvonne DeCarlo
Technicolor

"Iron Glove"
Rob't. Stack Ursula Theiss

Sunday & Monday, Dec. 18-19

"Trial"
Glenn Ford Dorothy McGuire

Tues., Wed., Thurs., 20-21-22

"Target Zero"
Rich. Conte Peggie Castle

Rotary Aid Boy Scouts

The Boy Scout movement is being further advanced in East Jordan with Rotary Club-sponsored troop No. 17 which is awaiting a charter following application.

The Rotary Club recently accepted sponsorship of the troop formerly sponsored by the Presbyterian Church. There are about 35 boys in the full troop.

Troop 17 carried out several successful events under Scout Master Harry Watson last year.

An Indian River court of honor was attended by local scout leaders Tuesday night with the hope of getting new ideas and familiarizing themselves with the procedure.

At Indian River were: Grant Lighthill, troop committee chairman; Harry Watson, scout master; and Alex Sinclair, advancement chairman.

Lighthill said the local leaders will hold meetings once a month. Ten local residents make up the scout committee.

Those taking part in troop activities along with various Boy Scout events will be published in coming issues of the News-Herald.



STORM WINDOWS

INSULATION Weather Stripping

FIRST QUALITY, ALWAYS
JOS. F. BUGAI

ELLSWORTH LUMBER COMPANY

GOOD SELECTION TOYS-GIFTS

Left For The Whole Family
Open All Next Week
Until 9 P.M.

Leon Peterson's
Gamble Store

If you ask me... there's nothing like
PHILCO TV
with automatic
Top Touch Tuning



Just a touch... there's your station

It's all automatic! A touch turns set on, changes stations or turns set off. Only Philco has Top Touch Tuning!

Remote Control FREE
Completely Installed

Christmas Delivery Guaranteed
Change stations from your easy chair
ONLY \$2.50 PER WEEK
Sherman's Firestone Store
East Jordan



USE OUR LAY AWAY PLAN

Household Gifts

Are Sure To Please

- Beautiful Blankets 8.95 to 18.95
- Linen Sets 2.98 to 5.95
- Boxed Pillow Cases 1.98 to 2.98
- Foam Rubber Bed Pillows 5.95
- BOXED TOWEL SETS 1.98 to 3.98

GIFT TOWELS Terry Towel & Wash Cloths
By "CANNON"



Wash Cloths 29c Hand Towels 59c
Bath Towels 98c

BED SPREADS
\$5.95 and \$6.95

Notions and Yard Goods
Trulon Curtains, \$3.59, \$3.98

"SPRINGMAID"
Sheets and Pillow Cases
White and Colored



VAUGHN'S