

EAST JORDAN NEWS-HERALD

A politically independent newspaper, pledging full service to the agricultural, industrial, educational social and general economic improvement of East Jordan, Charevoix County, and northern Michigan.

EDITORIAL PAGE

Page 2 • East Jordan News-Herald • Thursday, February 9, 1956

Don't Kill The Swan!

Members of the East Jordan Businessmen's Association were caught off guard when they decided to have a huge Swan constructed of snow and ice.

The thought was to remind winter visitors that East Jordan was the "Swan City" throughout the year.

They had not expected "Swan City Sue" to create such interest around the state.

Calls from newspapers and television stations for pictures and stories about the swan resulted in wide publicity. All sources were supplied information they wanted.

AS A RESULT a large number of visitors are coming nights and week-ends to see the huge bird.

It is not known how long the Swan will remain since warmer weather has set in.

But constant climbing and sliding on the Swan has caused more damage by youngsters than the warmer weather. So much damage has been done it has been necessary to repair the bird.

Continuing damage of the Swan by youngsters may soon leave many picture-taking visitors disappointed, it was said. Parents are being warned that further damage of the swan, which is public property, will not be tolerated.

Read the Classified Page

Building Needs

at

Ken Diller Lumber Co.

FREE Aluminum Cake Pan

with purchase of

SEAL OF MINNESOTA FLOUR

John Timmer

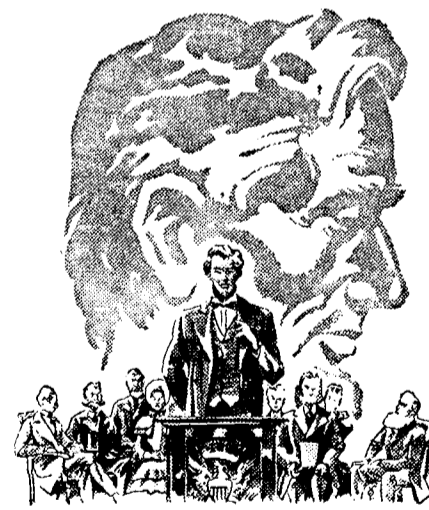
LU 8-2777

ELLSWORTH

East Jordan Cooperative Company

LE 6-2641

EAST JORDAN



LINCOLN LEFT US A GREAT HERITAGE...

Lincoln's humble beginning . . . his achievement of true greatness is a fitting symbol of our American tradition. In this land, there is no limit placed upon the height of accomplishment we may reach. On Lincoln's birthday, let's pause and give thanks for this fine heritage and for the freedom that Lincoln cherished.

State Bank of East Jordan

2% Interest Paid On Savings

NORTHERN LIGHTS

(Compiled by the News-Herald Staff)

Cold Talk

How strong is the ice on Lake Charlevoix? Stronger than you may think.

It has been estimated that 1 1/2 inches of good ice on the lake will support about 150 pounds, or the weight of a man.

Four inches of ice will support about 1,000 pounds while 8 inches will stand about four tons; 12 inches, 10 tons and 14 inches, 20 tons.

This means the various weights supported must be spread out over a given area, like the size of an auto.

Snow Money

The county road commission spent nearly \$50,000 for snow fencing, snow removal and control of icy roads last year. Biggest item was for snow removal, \$42,392.88.

Speed, Speed, Speed

State Police are ticketing drivers going over the new speed law of 65 in daytime and 55 at night. But, according to the Detroit Times, this is all foolishness. For the Times has said that entire elimination of speed limits is bound to come before very long in United States. But the remarks were made back in 1925 when it also said: "Michigan has already abolished the speed limit, and is very careful about preventing of reckless driving."

How We Doing?

Let's take a brief look at what has happened just within the past ten years and see what those factors which control the engine speed of our economy have been doing.

In the period from 1945 through 1955 we have gone from a nation of 139 million people to a nation of 165 million people — a population gain of 18%. While this has been going on, the economic productivity of the United States has been gaining at a rate of approximately 4% per year.

In short, then, despite momentary rough air currents, we have been flying through an area of economic "weather conditions" which have been most favorable and have provided an economic climate which is virtually unparalleled in the history of the United States.

HERE IS A WEATHER REPORT: There seems to be general agreement that the ten-year period from 1955 through 1965 will produce economic conditions as follows: Population will have increased by approximately 16% up to a level of 190 million people; total production of goods and services will have increased by nearly 40% up to a level of about \$540 billion; consumer disposable income will also have increased by approximately 40% up to a level of \$401 billion from a present rate of \$286.5 billion.

NOW—LET'S INTERPRET these changes in terms of the average American family. On this basis, 1965 disposable income will equal \$2,100, for every man, woman and child in the United States. Assuming approximately the same size of family that we now have, this will mean that the average American family will have an annual disposable income of \$7,700.

This, of course, means that there will be a tremendous increase in the amount of money available for discretionary purchasing of items above and beyond the necessities such as food, clothing and shelter.

In short, what we have ahead is a ten-year period in which the growth potential available to any legitimate business enterprise is little short of fabulous.

Looking down the road a bit further, several other very important facts come into sharp focus. By 1965, 20% of the American population will be made up of people between the ages of 10 to 20 years, 38 to 40 million of them. All of these young people whose educational requirements are today of such great concern to all of us will be on the threshold of marrying, establishing homes of their own, and releasing an even greater pent-up market for all types and varieties of products necessary for the establishment of new family units.

From this we can conclude that, while the economic growth of our country for the next ten years will shatter all previous records, the period from 1965 to 1975 will make the next ten years seem pale by comparison.

—From a talk "Ceiling Unlimited" by E. A. Schirmer, Senior Vice President, Campbell Ewald Company (advertising agency) at the 88th Annual Convention of Michigan Press Association in East Lansing, January 27-28.

CLASS C-D RUN-OFFS

District Tournament Set For Gaylord Court, Mar. 6

Drawings for the Class C and D state district basketball tournaments at Gaylord, March 6, will be held February 28 at the Gaylord high school.

The drawings will be held 3:15 that afternoon, according to Henry H. Smith, Gaylord school principal and tournament manager.

Class C winner of the district will move on to Grayling's new gym for the regional tournament; and D winners will go to Traverse City.

This is the first time in a number of years that the northern C tournament regionals has been held outside Petoskey.

DEFENDING their Gaylord District Tournament crown in March will be the East Jordan Red Devils and the Alba Wildcats.

In last year's finals, East Jordan moved Grayling aside in the district final on a mid-court double overtime toss by Bobby Danforth.

Class C competition this will see Gaylord, East Jordan, Onaway and Cheboygan Catholic Central.

East Jordan and Gaylord are being ruled the favorites in the district tourney.

In class D competition at Gaylord, Alba, Bellaire, Wolverine, Vanderbilt, Frederic and Gaylord St. Mary will be on hand. Gaylord St. Mary is seen as the favorite.

The tournaments will get underway 7:15 March 6. A second game will be played at 8:45 on the same evening.

BOTH TUESDAY night games will be in D competition. On

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LOOK ALL WAYS BEFORE CROSSING

LETTER BOX

Dear Editor:

Some time ago, an item printed in the East Jordan News-Herald stated that dogs running loose would be picked up and impounded. Whatever happened to that noble idea?

Just this past week, I brought in my washed clothes off the line; two of the longer garments had been soiled by leg-lifting dogs. This was the last straw — the final indignity in a long line of such indignities to which I (and surely I am not the only one) have been subjected since I came to East Jordan nearly eight years ago.

During one whole winter when we lived on the West Side, dogs from all over town decided to use one section of our lawn, between the house and the store, for a sort of "comfort station." I could not allow our little boy to play there, although that was where the snow drifted deepest and where he could have had the most fun.

I have come out into our fenced-in back yard on the West Side of town to find one very well known dog-about-town from the East Side doing his morning job in my little son's sand box. Oh, no!!! Oh, yes!!! I have had my freshly planted garden seeds scattered and my bulbs dug up by nosy visitors. I have had plants, shrubs, automobile tires, and the front and back steps watered countless numbers of times by free-running dogs. Some of them are unwanted mongrels, but most of them are easily identified and belong to respectable families who wouldn't dream of dumping their garbage in their neighbor's back yard.

By what strange trick of rationalization do nice, decent people who work with you on committees and sit beside you in church—people who are the backbone of this town — convince themselves that it is perfectly all right to let their pets destroy and defile other people's property? And by what strange code do the law enforcement officers of this town insist that you buy a license for your dog, but refuse to protect you in any adequate way against other people's dogs?

Please don't infer from this that I don't like dogs — I do. We have had anywhere from one to seven dogs ever since I came here. At present, we have three; two hounds that are kept penned, and a house dog that is not taken away from the house except on a leash. I do not like to see dogs restrained, but I do feel that for city dwellers, it is the only thoughtful, considerate way to keep them.

The above mentioned offenses are serious ones against property owner's rights. But the biggest, most horrible thing about all these dogs running around is the menace they are to the health, and possibly the lives, of our children. The pack that runs — IT PAYS TO ADVERTISE!

Wednesday night the winners of the previous night's battles will play the two D teams which drew byes.

In Class C, the games will begin Thursday night with time set for 7:15 and 8:45. Friday evening will see the Class D champs crowned, a game scheduled for 7:30.

Saturday night's game will also start at 7:30 featuring the two Thursday night winners in final competition.

at the school grounds is a disgrace to our community. Aside from the fact that children can be infected with worms from eating and playing around uncarcared for dogs, anybody's dog can become rabid and bite a child. (Unless he has rabies shots, of course.)

Some hot spring day, if one dog out of the dozens becomes rabid and bites just one child, and that one innocent little victim dies of hydrophobia, or is crippled as the after-effect of shots, the whole town will be up in arms . . . after it's too late. This may never happen, but if it does . . . whose child will it be? Please God, not mine—not mine!

Mrs. Willard L. Howe
109 Mary Street
East Jordan, Michigan

Editor's Note: Dog licenses do not bring any money to the city for dog protection. The money collected goes to the county treasurer. Also, local law enforcement officers are not the ones who insist you purchase a dog license. This is a state law.

Apparently, it is felt that having a dog warden and a local dog pound would be beyond the city's financial ability.

Perhaps the most efficient method of easing your bothersome dog problem is to go to the Justice of Peace and sign a complaint against the dog's owner, if known.

This man can give you dependable delivery of



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3 months \$4 □

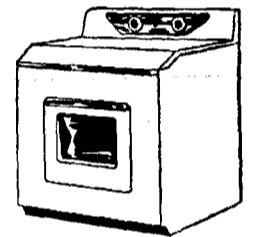
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TALE OF THE NORTHERN TRAIL

MR. & MRS. ELMER BRUDY

Continued from last week

Dawson Creek, British Columbia, is the actual start of the Alaska Highway, "Milepost 0." With the introduction we had had, our dust-beared eyes could scarcely believe themselves when they saw Dawson Creek shimmering under a late afternoon sun.

Gone were the shacks, the ruts—but, of course, not the dust. Dawson Creek, over 5,000 population, paved streets, upright buildings, lighted signs, parking meters, etc. giving the impression of a modern and progressive city, was albeit one with a western flavor.

The thing that impressed Fern most was the fact that nearly all the women were wearing dresses, shoes, hats—and gloves!

Here at Dawson Creek, perhaps, was our first introduction to northern prices, for Elmer found charcoal available—and at only \$4.95 for a four pound bag such as we pay 39c for at home. The dealer was agreeable too. He would give us half a bag for only \$2.50. But we left it for someone who might need it worse than we did. After all,

Lights Return To Temple Theatre For How Long?

That depends upon the citizens of East Jordan. The loss of the theatre in a small town is a loss to be shared by the Citizens, and the business men in the town, as well as the theatre owner. The loss to business in general has been so pronounced in many cases that the business men have united to keep their theatres going.

When television hits a community the effect is terrific. The family is fascinated by the new entertainment. They also tend to stay away from the theatre until their television sets are paid for in full. As a result, in hundreds of theatres the lights have gone out, in many cases not to return. In other cases, the theatres that could weather the storm are, after a couple of years, back and doing well.

We at the Temple Theatre are going to try to weather the storm. We need your help. Support your local theatre—You may not always have one.

Temple Theatre

SHOW PLACE OF THE NORTH
East Jordan

Thursday, Friday, Saturday, Feb. 9, 10 and 11


Joel McCrea Vera Miles Lloyd Bridges
"WICHITA"
Technicolor and Cinemascope
and
THE BOWERY BOYS IN
"DIG THAT URANIUM"
Show begins at 7—last complete show at 8:30

Sunday and Monday, February 12 and 13

AUDIE MURPHY
"TO HELL AND BACK"
Technicolor—Cinemascope
Shows at 7 and 9

CLOSED TUESDAY AND WEDNESDAY

VAUGHN'S SAYS . . .



Check These

- Ship & Shore Blouses 1.98 to 3.98
- Hudson Nylon Hose 1.00 to 1.25
- New Purses 1.98 to 4.98
- Gay Spring Hats 1.98 to 3.98
- Sleeping garments, beautiful selection from 1.98
- New dresses and coats in our ready to wear department.
- Valentine special nylons, 51 gauge, 15 denier in spring shades — 69c
- New Sports Shirts 2.98 to 10.95
- Van Heusen, Dress Shirts 2.95 and 3.95
- Tex Tan Belts 1.50 to 2.50
- Big selection of ties 1.00 - 1.50
- Dress hose in cotton & stretch nylon 49c to 1.00
- Dress Slacks 4.98 to 12.95

VAUGHN'S

we did have our little gas stove with us.

We next attempted to have the Ford washed, greased and oil changed as we were hopefully anticipating less dust on the Alaska Highway proper, but (typically) all the garages were too busy to get started until "some time next week." Procrastination, after generations of practice is an accomplished art.

As it turned out, however, the Alaska Highway dust tasted and smelled very much like that of northern Alberta, and surrounded one with about the same fog-like density.

You'd have to see it to really appreciate it, we think. Every little jar of the car brought dust filtering down from the ceiling, a slight bounce on the seat and dust arose to intermingle with that hovering over the roadway and seeping through what should be impenetrable cracks. (For instance, after we arrived home and unpacked, we found dust around and between each layer of clothing — clothes which were folded, wrapped and packed in one unopened suitcase, and which we had hauled all that distance in anticipation of a "dust occasion." There are few such occasions in the Canadian wilds!)

In spite of repeated washings, our hair remained stiff and broomstraw-like, and our combs were a sight to behold. We wore jeans and T-shirts and blouses, and every night our bodies looked as though we had indeed been following the road scraper. Except for the heat, covers which would have been more practical.

We went beyond Dawson Creek and through the fertile and productive Peace River Valley for our first night on the highway, stopping at mile 48. Every mile on the Alaska Highway is numbered with a neat little white sign with black numbers. Thus, with the aid of The Milepost it is always possible to know just how far it is to the next point worthy of mention.

Here was a new motel, recently built, of red cedar logs—imported from western British Columbia, and our introduction to imports. Everything is better if it costs more and is imported from some place else. The logs in this motel were full length of the building, beautifully machined and constructed. But now that the building was completed it was time to rest, although the wood already needed finishing and protection.

When we brought this to the attention of the owner, he said he had already spent \$75,000 on it, and he didn't feel he should be spending more until it paid off. Well, by that time it will have passed its life of usefulness as a motel.

We were to find this seems to be the general attitude the whole length of the highway.

According to The Milepost each unit at this motel had a private shower — that rare and unexpected statement always drew us like bees to clover. In this case, however, something had already gone wrong with the pump so that the showers ejected only gushes and loud blasts of compressed air.

It was at this motel that we again met a young couple with whom we had shared a bath the night before — Opal and Ivan Spencer, and their little one-eyed mutt dog, Daisy. It was here we also learned that Ivan was suffering from a rather severe and serious infection in his foot — already the red streaks were evident in his leg, along with a good-sized nodule in his groin. He had had wayside doctors treat and prescribe for him, but both he and Opal were rightfully worried, and wished they could get some medicinal shots such as the air force medics had given him during a previous infection.

Elmer examined him and agreed that penicillin was indicated and administered it from his first aid kit for the next two days along with terramycin.

The next morning while waiting in a line up for an owner to awaken, get dressed and come out to man his gas pump (we had already been on the road for two hours, and it was well past his costed opening time, but so what?), we met another couple on their way to Fairbanks — Lorene and Jim Thurber.

Conversation brought out that both Ivan and Jim were to report at Ladd AFB on the same date. Ivan's was a re-assignment, but since it was Jim's first job in Alaska he naturally determined there and then not to lose track of an old experienced hand and guide, and since it was a pinch that Ivan wasn't going to lose Doc, from there on we travelled together by mutual consent in a three car caravan.

The Thurbers and Spencers were both hauling small trailers, "loaded to the limit." Both wished they had never started with these. To get into Canada with such, they had either to deposit a certain percentage of the cash value of the loaded trailer with the customs officials or else have a bonding company supply the deposit. This was to be returned when they successfully hauled the trailer out of Canada. Otherwise they would forfeit the deposit.

This way there is no extra

Special! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.

Not only does one have company and stories to exchange, but there will be available transportation and help in case of a breakdown, and if the worst comes to worst, possibly on towards the end of the trail one might be able to construct one useable vehicle from the remaining parts of the two or three originals! It is easy to travel together too, for the clouds of dust identify the exact location of one's companions.


Continued next week

SPECIAL! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.

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STRENGTHENS TOOTH ENAMEL TO LOCK OUT DECAY!



Crest Toothpaste with FLUORISTAN

WORLD'S MOST EFFECTIVE WEAPON AGAINST DECAY!

ECONOMY... 69¢
LARGE..... 49¢
MEDIUM.... 29¢

GIDLEY'S DRUG STORE

Record of the Council

Regular meeting of the City Council held at 7:30 February 6, 1956. Meeting called to order by Mayor Whiteford.

Present: Mayor Whiteford, Aldermen, Malpass, Annear, Meredith, Hebec and Sturgell, Lawyer Downs.

Absent: Alderman Lilak.

The minutes of the last meeting were read and approved. Bills amounting to \$3,295.28 were presented to the Council for payment.

Motion made by Alderman Malpass and supported by Alderman Meredith that the bills be allowed and paid. Motion carried all ayes.

Motion made by Alderman Sturgell and supported by Alderman Meredith that the Mayor and City Clerk be authorized to transfer \$500.00 from the Water Receiving Fund to the Water Operation and Maintenance Fund. Motion carried all ayes.

Hearing was held on Proposed Change of Zoning on property located on Boyne Road described as a part of Lot 3, Sec. 14, T32 N R7W; objections were heard and the following motion was made by Alderman Malpass and supported by Alderman Annear that the City Council deny the Petition to change the zoning of the above property classified as A-1 Agricultural to C-1 Commercial. Motion carried all ayes.

Motion made Alderman Annear and supported by Alderman Malpass that the City install Parking Meters on a nine (9) month trial basis. Motion carried all ayes.

After due consideration of several proposals of other Meter Companies, it was moved by Alderman Annear and supported by Alderman Sturgell that the City accept the proposal of the Duncan Parking Meter Corp. for installation of Automatic Parking Meters at \$57.07 each on a 50-50 basis, fifty percent of the revenue to be used for maintenance by the City and fifty percent to be sent to the Company as payments on the meters.

Mayor Whiteford appointed the Street Committee, Aldermen, Rebec, Malpass and Annear to determine the number of meters needed and places to be installed.

Mayor Whiteford instructed City Attorney, William T. Downs, to prepare the necessary Ordinance to be presented at the next meeting of the Council.

Mayor Whiteford appointed Dave Pray as a member of the Library Board. Motion made by Alderman Sturgell and supported by Alderman Rebec that the appointment be confirmed. Motion carried all ayes.

Motion made by Alderman Annear and supported by Alderman Sturgell that Building Permits No. 513 and 514 be granted to the East Jordan Iron Works, Inc. Motion carried all ayes.

Financial statements were presented to members of the Council. A Sewer and Laboratory Record was presented to the Council. Motion made by Alderman Annear and supported by Alderman Rebec that at least three members of the City Council attend the meeting at the new Lansing Civic Center on Thursday, February 16, 1956.

Motion made by Alderman Annear and supported by Alderman Malpass that the meeting be adjourned. Motion carried all ayes.

CITY OF EAST JORDAN
Alberta Nowland, City Clerk

JOIN THE THRIFTY MILLIONS WHO . . .

LOOK TO A&P FOR GROCERIES!

Corned Beef Brisket KOSHER STYLE	LB.	49c
Bananas CHOICE FRUIT, GOLDEN RIPE	2 LBS.	29c
Yellow Onions MICHIGAN, U.S. NO. 1	10 LB. BAG	29c
Head Lettuce SIZE 24, FLORIDA	2 HEADS	29c
Grapfruit FLORIDA SEEDLESS	8 LB. BAG	49c
Pascal Celery SIZE 24	STALK	19c
Carrots CALIFORNIA	2 1-LB. BAGS	29c
Cabbage TEXAS WHITE	2 HEADS	29c
Vine Ripened Tomatoes WITH STEMS	LB.	35c
Orange Juice NEW, A&P FRESH FROZEN	6 6-OZ. CANS	89c
Pecan Rolls JANE PARKER, CARMEL—REG. 39c	PKG. OF 9	33c
Orange Giffon Cake JANE PARKER REG. 55c	EACH	45c
Blueberry Pie JANE PARKER REG. 59c	EACH	49c
White Bread JANE PARKER	1 1/2-LB. LOAF	17c
Cheddar Cheese MILD	LB.	55c
Sharp Cheddar Cheese	LB.	69c
Colby Pinconning Cheese	LB.	63c
Sliced Cheese MEL-O-BIT AMERICAN OR PIMENTO	8-OZ. PKG.	29c
Jiffy Cake Mixes ALL VARIETIES	9-OZ. PKG.	10c
Ajax Cleanser SPECIAL PACK	4 14-OZ. CANS	39c
Whitehouse Dry Milk Solids INSTANT	9.6-OZ. CAN	23c
Early June Peas FINEPAC OR CHILTON	2 16-OZ. CANS	23c
Ann Page Tomato Soup	2 20-OZ. CANS	29c
A&P Blended Citrus Juice	46-OZ. CAN	29c
A&P Dark Whole Sweet Cherries	16-OZ. CAN	29c
Silvertown Fig Bars	1 1/2-LB. PKG.	39c
Iona Cut Wax Beans	2 15 1/2-OZ. CANS	25c
Sultana Butter Beans	16-OZ. CAN	10c
Sparkle Gelatin Desserts ALL FLAVORS	4 3-OZ. PKGS.	25c
Ann Page Salad Style Mustard	9-OZ. JAR	10c
Sultana Prune Plums	2 30-OZ. CANS	49c
Ann Page Ketchup	2 14-OZ. BOTS.	35c
Eight O'Clock Coffee 1-LB. BAG 75c	3 LB. BAG	\$2.19
dexola COOKING & SALAD OIL PT. BOTTLE 29c	QT. BOT.	57c
Kitchen Charm Wax Paper TWIN-PAC	2 ROLLS	39c
Woodbury Soap	2 BATH CAKES	27c
Woodbury Soap 1c OFF DEAL	3 REG. CAKES	25c
Red Star Yeast FOIL WRAPPED	3 1/2-OZ. CANS	5c
Nescafe INSTANT COFFEE 2-OZ. JAR 51c	6-OZ. JAR	\$1.45
Sunnyfield Corn Flakes	12-OZ. PKG.	19c
A&P Grapefruit Juice	2 46-OZ. CANS	49c
A&P Orange Juice	46-OZ. CAN	33c
A&P Grape Juice	24-OZ. BOT.	29c
A&P Pineapple Juice	46-OZ. CAN	29c

Wisk (REDEEM YOUR 20c COPON AT A&P) PT. 39c QT. 67c

Crisco Shortening 3 LB. CAN 91c

Fluffo Shortening 3 LB. CAN 91c

All Prices in This Ad Effective Through Saturday, February 11th

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CHURCH SERVICES

Thursday, February 9, 1956 • East Jordan News-Herald • Page 5

FINKTON BIBLE FELLOWSHIP CHURCH
 Sunday School—10:30 a.m.
 Followed by short morning services.
 Youth Fellowship—6:45 p.m.
 Evening Services—8:00 p.m.
 Wednesday Prayer Meeting—7:30 p.m.

BIBLE BAPTIST CHURCH
 Central Lake
 Rev. Paul Golatt, 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 11:00

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

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

ST. JOSEPH CHURCH
 Rev. Joseph J. Malinowski
 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 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

METHODIST CHURCH
 Rev. R. H. Moore, Pastor
 Morning Worship—10:00 a.m.
 Church School—11:15 a.m.
 MYF—7:00 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.

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.

PENTECOSTAL FULL GOSPEL TRUTH CHURCH
 Rev. Harley R. Barber, Pastor
 Sunday School—10 a.m.
 Worship Service—11 a.m.
 Sunday Eve. Service—8 p.m.
 GYA Tuesday—8 p.m.
 Prayer Meeting, Thurs., 8 p.m.

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.

SHOP EAST JORDAN
 SPECIAL! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.

LOOKING BACKWARD

Reviewing The News-Herald

FEBRUARY 5, 1956

James Cummins, who has been ill for several weeks, passed away Friday morning at the home of his father.

The Golden Rule Club will serve warm dinner at the Votruba Hall next Wednesday from 12 to 2 o'clock. Adults 20c, children 10c.

FEBRUARY 5, 1926

A. L. Hilliard passed away at his home in East Jordan Tuesday morning.

James Thompson passed away at his home in Echo Township Saturday.

FEBRUARY 7, 1936

Nominations received for the "Belle of the Blizzard" are as follows: Virginia Bartlett, Ruth Bulow, Peggy Clark, Eva Deanna, Thelma Looze Marcella Muma, Phyllis Rogers, Mary Seller, Josephine Somerville, Barbara Stroebel and Betty Vogel.

Officers elected for the board of directors of the Charlevoix County Fair are President, F. O. Barden, Boyne City; Vice President, J. F. Kenny, East Jordan; Secretary, F. H. Crowell, East Jordan; Treasurer, George Nelson, East Jordan; and Marshal, S. J. Colter, East Jordan.

Lona Theatre

Manacelon, Michigan

Thur., Fri., Sat., Feb. 9-10-11

Vanishing American
 Scott Brady Audrey Totter plus
Skabenga
 Documentary in color

Sunday & Monday, Feb. 12-13
The Phoenix City Story
 Richard Kiley Kathryn Grant

Closed—Tues. & Wed.

WWTV & WMBN-TV

Television

WPNB-TV THURSDAY	12:45	The Guiding Light
2:40 Health & Happiness	1:00	News & Weather
2:45 Shopping Tips	1:15	Mitch and the Missus
3:00 NBC Matinee Theatre	1:30	Love Story
4:00 A Date With Life	2:00	Robert Q. Lewis Show
4:15 Modern Romances	2:15	World of Fashion
4:30 Candid Camera	2:30	Today's Movieland
5:00 Deputy Don	3:30	What I Pense Can Do
5:30 Little Rascals	3:45	Military Mailbag
6:00 News	4:00	The Brighter Day
6:15 Sports Today	4:15	The Secret Storm
6:25 Weather	4:30	On Your Account
6:30 Bundy Mt. Jamboree	5:00	Kids Corner
7:00 Wildlife Adventures	6:10	Weather
7:30 Dinah Shore	6:15	Sports
7:45 News Caravan	6:30	TBA
8:00 You Bet Your Life	7:00	Michigan Outdoors
8:30 Dragnet	7:30	Disneyland
9:00 The Peoples Choice	8:30	MGM Parade
9:30 Ford Theatre	9:00	Liberace
10:00 Lux Video Theatre	9:30	Four Star Playhouse
10:45 Michigan Conservation	10:00	Hockey
11:00 Final Edition	10:00	Weather
11:10 Weather	11:05	13th Hour
11:15 Club Sunyanville		
11:30 Tonight		
12:00 Weather		
FRIDAY		
1:55 Health & Happiness	10:00	Garry Moore
2:00 Cooking School	10:15	Random Reels
2:00 Matinee Theater	10:30	Garry Moore
4:00 A Date With Life	10:45	Picturama
4:15 Modern Romances	11:00	The Christophers
4:30 Johnny Jupiter	11:30	Party Line
5:00 Deputy Don	12:00	Valiant Lady
5:30 Little Rascals	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	Mitch and the Missus
6:45 Movie Museum	1:30	Love Story
7:00 Great Gildersleeve	2:00	Robert Q. Lewis Show
7:30 Coke Time	2:30	Today's Movieland
7:45 News Caravan	3:30	Industry on Parade
8:00 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 Meeds	6:00	News
11:00 Final Edition	6:15	Weather
11:10 Weather	6:20	Sports
11:15 Scoreboard	6:30	Michigan Conservation
11:30 Tonight	6:45	Greatest Dramas
12:00 Weather	7:00	What Goes On Here
	7:30	Rin Tin Tin
	8:00	D. Fairbanks Presents
	8:30	Crossroads
	9:00	The Crusaders
	9:30	I Led Three Lives
	10:00	Lineup
	10:30	Person to Person
	11:00	Weather
	11:05	Movie
SATURDAY		
2:00 U of M TV Hour	11:00	Mighty Mouse Theater
3:00 NBA Basketball	11:30	Electricity At Work
5:30 The Christophers	11:45	Michigan Report
5:30 Childrens Hour	12:00	Big Top
6:00 This Is The Life	1:00	Wild Bill Hickok
6:30 It's A Great Life	1:30	U. of M. TV Hour
7:00 Mayor of The Town	3:00	Big Ten Basketball
7:30 Big Surprise	4:30	U. of M. TV Hour
8:00 Perry Como Show	5:00	Wrestling
9:00 People Are Funny	6:00	The Explorers
9:30 Jimmy Durante	6:30	Captain Zero
10:00 George Gosbel	7:00	Lawrence Walk
10:30 Your Hit Parade	8:00	TBA
11:00 Final Edition	8:30	Jackie Gleason Show
11:10 Weather	9:00	Two For The Money
11:15 Chicago Wrestling	9:30	It's Always Jan
	10:00	Gunsmoke
	10:30	Abbie Neal
	11:00	Premiere Playhouse
WWTV THURSDAY		
11:30 Party Line		
12:00 Valiant Lady		
12:15 Love of Life		
12:30 Search for Tomorrow		

Your Home Town News Can Follow You . . .

To Florida, Arizona, California, Texas

In Fact, Anyplace in the World

Your Newspaper, The EAST JORDAN NEWS-HERALD

Can Go With You

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To Tell Us Your Change Of Address

We'll Do The Rest!

SPECIALS!

100% Ground Beef
 3 lbs. 89c

FARMER PEET'S

Franks 3 lbs. \$1.00

Boiling Beef lb. 17c

VANILLA

Ice Cream half gal. 79c

Poole's Grocery

East Jordan

SPECIAL! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.

Announcing a NEW Decorating Service!

HOMEguard CUSTOM COLORS

Available in HOME-guard Latex, One-Coat Flat, Semi-Gloss, Gloss, Exterior Paints.

Let us help you select distinctive interior and exterior color schemes never before available with our brand new HOMEguard Custom Color System of 324 shades.

Gambles

Leon Peterson
East Jordan

THIS WEEK AT GRANDVUE

Edward Allan of Charlevoix was discharged February 6th and Peter Pawnesing of East Jordan was admitted on February 4th.

Barbara Cutler of East Jordan was admitted on February 2nd. She gave birth to a daughter on the 2nd and was discharged February 6th.

Katharine Harthorn of Ellsworth was admitted on the 6th and gave birth to a daughter February 7th.

Lost wealth may be replaced by industry, lost knowledge by study, lost health by temperance or medicine, but lost time is gone forever. — S. Smiles.

Now you can "save" by "spending" at our store. How? By asking for Gold Bell gift stamps with all of your purchases. Ask for the stamps, stamp books and premiums catalog. The more you buy, the more you save. Jordan Frozen Food Locker Co.

TO ADD PLATING WORK

Rotary Hears Talk On Mount Clemens Plant

Although the Mount Clemens Metal Products Company produces a large number of metal stamping parts for the big auto companies, production of metal fasteners is the back bone of the firm's business.

And there is plenty of competition in producing both, according to Lloyd Richardson, general manager of the East Jordan Division.

In East Jordan, Richardson said, while thousands and thousands of tons of steel go through the plant, several hundred tons of scrap metal piles up. And he pointed out that freight charges are paid on large amounts of metal which becomes scrap.

In speaking of southern Michigan, he said others do not have the high freight bill.

Richardson, who spoke to East Jordan Rotary Club members Tuesday noon, said there are about 20,000 firms ready to do metal stampings, but only nine or 10 are equipped to supply the kinds of auto parts produced in East Jordan.

HOWEVER, HE SAID, competition in receiving bids on auto parts is very great.

With an eye to reducing cost of production per unit, the firm plans to install automatic plating

equipment here which will use millions of gallons of water. A painting department is already underway.

Last summer the company expanded with an 18,000 square foot addition at a cost of \$110,000.

The company opened a small experimental and designing plant at Clawson, Michigan recently. Designs for new stampings will be made there with any resulting production jobs being done among the firms various Michigan locations.

Richardson said the company is making every effort to give the greatest amount of employment possible at the highest possible wages — in addition to a good, clean plant in which to work.

IT WAS SAID the local division has gone through a full year with no lost time due to accidents in the plant; and although they feel proud of this record, are doing everything possible to maintain it.

The East Jordan division began some two years ago with 50 employees which now have reached 170.

The firm expects to be "very busy here in June, July and August."

The company hopes to increase the local division gross sales for the year, which totaled \$2,500,000.

Compared to the Mancelona branch, the East Jordan plant is much smaller, it was learned.

When the Mancelona division started a few years ago the company had 20,000 square feet of floor space with 20 people employed. These figures now

Announce Engagement

Mr. and Mrs. Allen Walton announce the engagement of their daughter, Geraldine, to Johnny W. Carrel of Grand Rapids. Miss Walton is a 1952 graduate of East Jordan High School and a 1952 graduate of the Baptist Bible Institute in Grand Rapids.

The wedding will take place March 9th at the Wealthy Street Baptist Church in Grand Rapids.

Finkton News

Sgt. Seiler of the Ground Observer Corps will be showing a film Friday evening at 8 p.m. at the Finkton Community Building. The film will be about the showing of the Nevada atomic bomb and is in color. Everyone is welcome.

Mr. and Mrs. Ed Kamradt of East Jordan were Thursday evening callers at the home of Mr. and Mrs. Leonard Hite.

Leland Beal was home for the weekend. He brought his mother, Mrs. Minnie Beal home after spending two weeks visiting in Flint and Detroit.

Callers during the week at the George Spence home were Mrs. Clements and Mrs. Powell of Central Lake. Sunday callers were Mrs. Zella Lewis and Mr. and Mrs. Avery Willson of Central Lake.

See Clarence Healey if you want to buy real estate. Phone LE 6-7210.

Real estate listings wanted. Frank J. Nachazel, Broker, 136 Main Street, East Jordan.

Mr. and Mrs. Wilfred J. Bramer of Traverse City are celebrating their 15th wedding anniversary February 10th. Mrs. Bramer was formerly Becky Bowman of East Jordan.

Mr. and Mrs. Howard Young and daughter, Sandra, of Flint spent the weekend with her parents Mr. and Mrs. Leonard Barber.

If you want to sell property, list it with Clarence Healey. Ph. LE 6-7210.

It is not titles that reflect honor on men, but men on their titles. — Machiavelli.

A good word is an easy obligation; but not to speak ill requires only our silence, which costs us nothing. — Tillotson.

Care to our coffin adds a nail, no doubt; and every grin, so merry, draws one out. — Wolcott.

I will chide no brother in the world but myself, against whom I know most faults. — Shakespeare.

Men commonly think according to their inclinations, speak according to their learning and imbibed opinions, but generally act according to custom. — Bacon.

SPECIAL! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.



firm's appreciation for the cooperation it is receiving from the city in general and from its employees; and in turned pledged to keep employment and wages as high as possible for the company.

It was said that additional industry here would aid all present industry

Mr. and Mrs. Merle Jones of Detroit were visitors at the home of Mr. and Mrs. Cort Hayes the first of the week.

SPECIAL! Buy one fall or winter dress at reg. price and get another dress for \$1.00. This Week Only. DRESS & GIFT SHOPPE.

3-Piece Luggage Set \$20.00

See The Many Beautiful Styles Of Luggage In Our Window

VALENTINE CARDS

GIFT CANDY

WIDE SELECTION

WHITEFORD'S 5c TO \$1.00 STORE

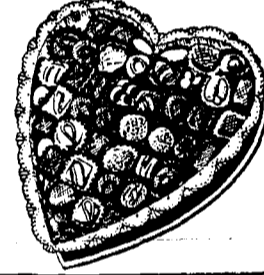


SCHRAFFT'S VALENTINE HEARTS

Boxes at: \$1.85--\$2.50--\$5.00

Have us lay-away one for you NOW!

HITE'S DRUG STORE



RUPTURE-EASER



GIDLEY'S DRUG STORE

It Pays To Trade At TAYLORS

PEET'S Canadian Bacon	lb.	79c
Pork Chops	lb.	49c
Picnic Hams	lb.	33c
Skinless Franks	lb.	33c
Bliss Coffee,	1 lb. tin	79c
Sweet Pickles	Pint Jar	15c
Polish Pickles	Quart Jar	29c
Cut Wax Beans	2 cans	25c
Monarch Shoe-String	2 cans	89c
Potatoes	3 lb. can	29c
Spry		89c
Monarch	2 cans	89c
Raspberries	2 cans	49c

Home Baked Goods--Fresh Daily

LAST WEEK'S SEALTEST WINNER—EVA HEALEY

TAYLOR'S

Save while you spend with Anderson's Trading Stamps Beautiful Premiums

Grand Opening

Thursday, Friday, Saturday

FEBRUARY 9th-10th-11th

7 a.m. to 9 p.m.

EAST JORDAN SERVICE

FREE GIFTS To All Men Women, Children

Corner M-32 M-66

FREE GIFTS To All Men Women, Children

FREE!

5—OIL CHANGES
5—COMPLETE LUBRICATIONS
50 GALLONS SPEEDWAY "79"

1st Award-25 gals. gas; 2nd-15 gals.; 3rd-10 gals.

DRAWINGS: 9 P.M., Sat., Feb. 11th

WE GIVE GOLD BELL GIFT STAMPS

Car Wash and Wax



Batteries & Service

Tire Repair