

Weather	
September 13	68 34
September 14	66 41
September 15	76 51
September 16	92 56
September 17	85 67
September 18	91 62
September 19	78 68
September 20	70 43
Rain	
September 14	39-100"

EAST JORDAN NEWS-HERALD

EAST JORDAN NEWS &
CHARLEVOIX COUNTY
HERALD, CONSOLIDATED

VOLUME 59 NUMBER 38

JORDAN, MICH., THURSDAY, SEPTEMBER 22, 1955

10 CENTS

OVER THE BACK FENCE

BY MARSHALL

It is increasingly difficult to obtain top flight skilled labor in northern Michigan.

This could be the result of many things, but two causes in particular come to mind.

Northern Michigan might well make good use of a trade school. Like the college boys who go south to get a professional or liberal education, our trade school students must also go away and after graduation often fail to return north to work.

A trade school here teaching the type of trades active in northern Michigan would give employers an opportunity to hire skilled workers and at the same time eliminate the necessity of a local boy working ten to fifteen years in the "city" before he can earn enough money to return north.

A second cause for increasing lack of proper labor is this: The advantages of working and living in northern Michigan have never really been exploited by industry itself. Although there may be some, we know of no industrial plant in the area with a regular program set up to acquaint youth with the opportunities to be found in working here.

Northern industrial plants have failed to take advantage of the area press, radio or television as a regular public relations outlet where, often without cost to them, they may acquaint future employees and the general public with local working advantages. The firm's general economic contribution to the area as a whole could also be told.

Perhaps if a young man had had a clear cut understanding of the advantages to be found in area industry he would not have left town at all.

How often have we heard a youngster say he is not going to drudge out his life in such or such a plant? Many times he knows very little of the plant's operations and often hears no more than the "hard" or "dreary" side; and that usually comes from an employee who has to work but who may not like his job.

There are several "sides" to industrial employment and it is indeed unfortunate that the prospective worker sometimes hears only unfavorable discussion.

How many times has a young man sought employment at an area plant with nothing more than a surface knowledge of the plant's operation? Sometimes the applicant does not know all the items produced in the plant.

Along with a thorough understanding of the plant's operations, a public relations program could better acquaint the youth with the industry's actual worth to the community. What the community would be like without it. And how increased production and higher quality products affects future development — leading greater security to the workers' jobs.

An industrial public relations program which might be termed "beyond the paycheck" could create a desire in the budding youth to learn a specific trade and take advantage of the many better living conditions to be found here as compared to larger cities.

A northern Michigan trade school and an industry-sponsored public relations program would soon improve the economic situation of the workers, the industries and the community itself.

O.E.S. Plans Style Show Next Week

A style show with local models has been announced for the Masonic Temple, 8:15, September 28th, sponsored by the Order of Eastern Stars.

Proceeds received from the show, at which there will be light refreshments, will be used for improvements to the new Masonic Temple building, it was said.

The models will be showing new fall fashions from the Dress & Gift Shoppe in cooperation with Minnie DesJardins.

The show is open to the public.

SHOOTING TIMETABLE FOR MISC. WADERS		MISC. WADERS		MISC. WADERS		MISC. WADERS		MISC. WADERS		MISC. WADERS	
DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME
1955	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Oct. 1	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Oct. 8	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Oct. 15	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Oct. 22	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Oct. 29	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Nov. 5	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Nov. 12	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Nov. 19	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Nov. 26	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Dec. 3	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Dec. 10	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Dec. 17	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Dec. 24	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40
Dec. 31	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40	6:25-6:40

FOOTBALL

Red Devils Face Grayling After St. Ignace Headache

Businessmen Hold Monthly Meet Tuesday

Road Work To Start Next Spring

O.E.S. Plans Style Show Next Week

Barry Peacock Seriously Ill At Kalamazoo

Mrs. Hamilton Elected Chairman Of County Group

May Organize East Jordan Camera Club

Former E. J. Resident Dies At Pontiac

Stop, Look, Listen

COMING EVENTS

Darlene Home

20 Youngsters Complete Water Safety Program

Church Ground Breaking, Sunday

Elmira Boy Receives State Fame

An inexperienced Red Devil football club failed to get under way in any of the four quarters at St. Ignace, Saturday, suffering the worst local defeat in many years, 32-2.

Their lone 2 point score came when they trapped St. Ignace's Ron Frazier behind his own goal in the last period of the game.

The locals were slashed wide open when the opening kick off was taken by the northerner's Kalffleisch, who raced 75 yards to set up the first of five scoring events.

Only real surprise in the defeat was the size of the final score, which gave proof that Coach Saxton's pre-season worries were justified. Graduation and other causes had picked the local squad fairly clean of experienced material.

OPENING the season here Friday afternoon against Grayling, the Red Devils will be entering their first class C conference game this year.

Non-conference clashes around the circuit coupled with no games yet for some conference teams makes forecasting impossible.

Charlevoix's Red Rayders were dumped last week by a Class B outfit at Rogers City 13-0 and Boyne City rested for this weekend. Mancelona played everyone but the bus drivers in their free for all over Lake City, 46-0. Harbor Springs lacked one point to tie a hard fought contest with Petoskey's St. Francis. The final score was 19-18.

The Gaylord Blue Devils knocked out Tawas, 12-0 to start their season with a happy note. Grayling and Pellston await their first games this week.

The following games will be played under the lights 8 p.m. Friday.

Harbor Springs at Charlevoix Pellston at Gaylord Boyne City at Mancelona 3 P.M. Friday Grayling at EAST JORDAN SCORES Cadillac 44, Cheboygan 0 St. Ignace 32, East Jordan 2 Rogers City 13, Charlevoix 0 Mancelona 46, Lake City 0 Petoskey 8, F. 19, Harbor S. 18 Gaylord 12, Tawas 0 Manistee 6, Petoskey 0

September 22 — St. Ann's Altar Society at Parish Hall at 2:30 p.m.

September 23 — Red Devils play football with Grayling here at 3 p.m.

September 27 — Legion Auxiliary meeting.

September 27 — The Study Club will meet with Edith Simmons. The program is Flower Gardening by Helen Watson, Eleanor Scott and Gladys Davis are on the refreshment committee.

September 27 — East Jordan Businessmen's Association meeting.

ANNUAL COUNTY SHOW

East Jordan 4-H Club Wins 41 Achievement Awards

Rotary Club Hears District Governor On Annual Visit

Rotary Clubs in 92 countries and geographical regions throughout the world are united in an endeavor to promote international understanding, good will and peace.

That was the message of Dixon D. Moorhead of Sault Ste. Marie, Governor of District 218 of Rotary International.

He addressed the Rotary Club of East Jordan Tuesday noon. In addition to the activities of Rotary's 8,700 clubs within their own communities to promote this objective, Moorhead explained, Rotary International has spent more than \$1,750,000 in recent years through its program of student fellowships, which enable outstanding college graduates to study for one year in countries other than their own, as ambassadors of good will.

Since 1947, when this program was established, 709 Rotary Fellowships have been awarded to students in 57 countries. This year, Guy Vanderjagt of Cadillac, is District 218 Rotary Fellow.

"With fellowship and service to others as its keynote, Rotary provides a common ground for 41,000 business and professional executives throughout the world, regardless of differing nationalities or political or religious beliefs," the Rotary Dis-

trict Governor emphasized.

"In addition to the promotion of international understanding," special emphasis is being placed on Rotary Clubs this year on activities of their own communities which will furnish leadership in youth programs, raise standards in businesses and professions, promote traffic safety, develop good citizenship and build better rural-urban relationships."

Ground breaking ceremonies for the new educational building of the East Jordan Presbyterian Church will take place next Sunday, September 25th.

The ceremonies will take place at the conclusion of the morning service as a part of the observance of Christian Education Sunday.

The Rev. Kenneth Neigh, executive of the Synod of Michigan, Presbyterian Church, USA, will take part in the service, it was announced Wednesday.

The public has been cordially invited to take part in the service.

Benny Glidden, son of Mr. and Mrs. Harold Glidden and a senior in Alba high school, is one of four farm youths named to the Michigan 4-H Club Dairy Judging Team.

At Waterloo, Benny will compete in dairy cattle judging with other teams from every state in the country.

He has been active in 4-H club work many years, having won the 1952 Junior Showmanship trophy at the Antrim County 4-H Club livestock and summer shows; in 1954 and 1955 he won the senior and advanced showmanship trophies.

LAST FALL he represented Antrim county 4-H club members on the Grand Rapids Press trip to Chicago.

He is the first Antrim County boy to make the State Dairy Judging team since 1941 when Jason Shimm, of Mancelona, won. In that year the Michigan team won the national contest.

Mrs. Ralph S. Hamilton of Charlevoix was elected chairman to succeed Mrs. Henry Erber of Boyne City. Other new officers are vice chairman, Mrs. William Kortshaw Sr. of Boyne City; secretary-treasurer, Mrs. Albert Lenosky of East Jordan and recreation leader, Mrs. W. R. Fowler of East Jordan.

Following the election Mrs. Maynard Smith of Boyne City gave a lesson and demonstration on cake decorating.

Refreshments were served following the business session of the Home Demonstration act-

ivities for the year.



Portrait of a man in a suit, likely the District Governor mentioned in the text.

South Arm 4-H Group Cops Honors At Show

Of the 71 blue ribbon winners at the annual Charlevoix county 4-H club Labor Day projects judging event, the South Arm 4-H Club of East Jordan, took 41 honors — more than half of the top awards.

Judges were Dallas Alsop, of Traverse City and Mrs. William Benser, of Boyne City. The exhibit display and judging was held at Whiting Park in conjunction with the county's annual Labor Day Picnic.

Chest Holds First Meet For Drive

An organizational meeting was held this weekend by East Jordan Community Chest officials to line up committee chairman and to plan the conduct of the Chest's 1955 fund drive, which is expected to start early in October. Campaign Chairman William Downs said Wednesday this is the first meeting to prepare for the coming drive and that additional information will be released next week.

Recreational activities were conducted by William Grimm and William Benser.

Blue ribbon winners in the various exhibits were:

DAIRY: Rex Bennett, Ed Campau, George Russell, Ivan Parsons, Dale Parsons, Ray Fisher, Jr., Allen Bolhuis, Richard Schoals, Ed Thompson.

VEGETABLE GARDEN: Eleanor Myers, Neil Olstrom, Roy Elsworth, Lois Elsworth, Andy Bulmann, Roger Stokes, Roy Dougherty and Shirley Stoel.

FLOWER GARDEN: Dale Parsons, Eleanor Myers, Marian Kay Richardson, Betty Stoel, Neil Olstrom.

FOODS I: Jane Graham, Jean Graham, Wanda Warner.

FOODS II: Larry Eichler, Marilyn Richardson, and Sandra Boyer.

FOODS III: Thomas Eichler and Betty Stoel.

BAKING I: Helen Mason and Walter Thompson.

BAKING II: Terry Healey and Fritz Healey.

BAKING IV: Patricia Van-Soosten, Connie Russell.

ADVANCED BAKING: Margaret Zoulek, Garnishes: Martin Johnson and Carolyn Stoel.

CANNING: Helen Addis, Judy Anear, Jane Campau, Shari Bowman, Patsy Murphy, Linda Murphy, Betty Fisher, Jeanette Fisher, Marion Kay Richardson and Sally Graham.

FREEZING: Sally Graham, Susan Gibbard, Carolyn Stokes.

POULTRY: Jane Graham, Rudy Bulmann, Thomas Graham, Milton Bulmann, Lois Elsworth, Roy Elsworth and Ed Campau.

WILDFLOWERS: Helen Addis, Lois Elsworth, Thomas Eichler, Jean Ann Darbee, Sally Graham, Kathy Petrie, Carolyn Stokes, Betty Fisher, Linda Murphy.

PHOTOGRAPHY: Dolly Farrell.

JUNIOR DAIRY SHOWMAN WERE: 1st Ed Thompson; 2nd Ed Campau; 3rd, George Russell.

SENIOR SHOWMAN: 1st, Richard Schoals; 2nd Ivan Parsons, 3rd, Rex Bennett.

Lead halters were prizes donated by Ray Fisher, sr., for those first place boys in each group. Fisher is with the Antrim Charlevoix Artificial Breeders' Association.

District 4-H club agent, K. C. Festerling, of Petoskey, said 120 exhibits were entered in all.

Cattle were displayed in a special arena constructed by Park Caretaker William McGregor.

Other exhibits were housed in the log dining room at the park. A softball game between Advance and Boyne City girl teams and games sponsored by the Ernest Peterson Post of the American Legion and county extension office provided additional entertainment.

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Services were held Monday, September 19th at 2 p.m. at the Voorhees Siple Funeral Home in Pontiac for William C. Breakey of Pontiac, who died suddenly of coronary thrombosis at the Pontiac General Hospital at 11 a.m. September 16th. Dr. H. H. Savage of the First Baptist Church officiated at the services. Burial was in White Chapel cemetery in Pontiac.

Mr. Breakey, who was born at Port Huron, Michigan April 7, 1892, was a former East Jordan resident. For 35 years he has been a fireman for the city of Pontiac.

Surviving besides his widow are one son, Thomas O. Breakey of East Jordan; one daughter, Mrs. Orville Womack of Pontiac, one sister, Miss Blanche Breakey of Birmingham, 5 grandchildren and 1 great grandchild.

Worthy cause for taxpayers . . .

Probably one of the most popular spots in Charlevoix county for picnickers and campers is Whiting Park located in the center of the county where all may enjoy its excellent facilities.

Whiting Park is more than just a recreation area. It's a miracle. It's a miracle because it is supported on a budget of only \$1,500 per year — and that includes the caretaker's salary.

It's a popular spot too. Partly because it has an excellent beach; it has an excellent lodge that can accommodate large parties at no expense; and it hasn't a lot of rules and regulations that characterize the operation of state parks.

People like to enjoy themselves sensibly and the vast majority of American citizens can behave themselves like they do at home without the complex rules and regulations that govern picnickers and campers in state parks.

This season, Whiting Park has enjoyed probably its greatest attendance in history due primarily to the heat wave of 1955. Its roads, normally excellent and dust free, have had exceptionally heavy traffic. It's bath houses and its picnic facilities have received the equivalent of several seasons of use in a single season. And it's the people Charlevoix county who have enjoyed these facilities — primarily.

In dollar for dollar returns, we'd venture to say, the people of the county get far more return from Whiting Park for their tax money than they do from Young State Park across the lake.

We don't have the cost figures of the operation of Young State Park, but we'll hazard a guess that in custodian's salaries alone Young State Park cost far more to operate in state money.

But \$1,500 dollars doesn't go far. It isn't enough to construct modern toilet facilities. It isn't enough to keep roads repaired and soaked with dust lather. It doesn't allow much for paint for the lodge, the picnic tables or the bath houses. It doesn't leave much room for improvements in general.

It is our sincere hope that bits of this editorial will remain implanted in the minds of our supervisors when they consider Whiting Park at the next budget session of the county board of supervisors. —The Boyne Citizen

Our "eat and go" America

Food and automobiles. That's where the money goes. And here are the facts to prove it. During the 31 days of July the people of Charlevoix county spent \$1,300,000.00 upon which three per cent state sales tax was paid.

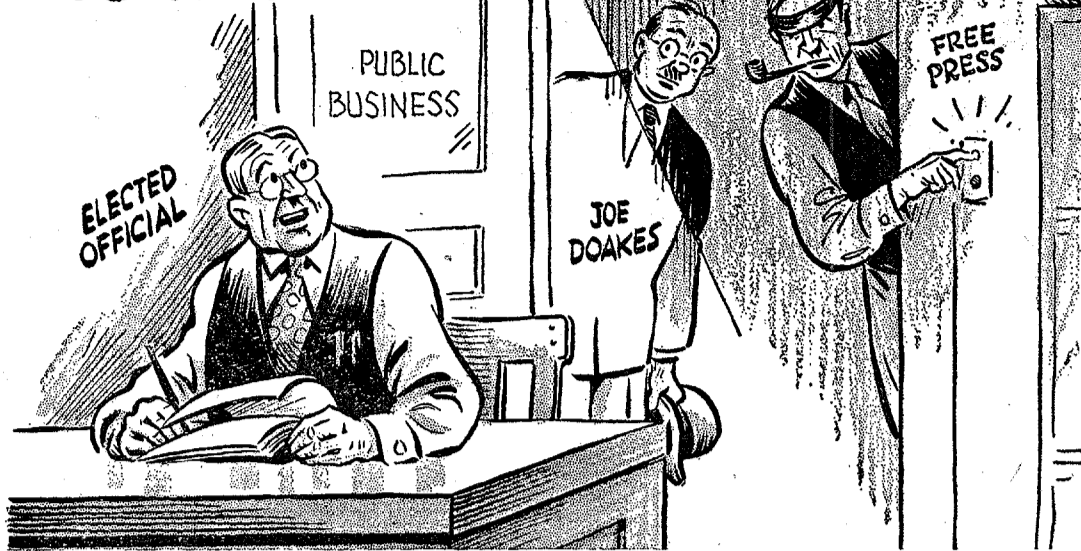
About one half million dollars went for food and more than one quarter million dollars went for automobiles. How much for furniture? Only \$45,800. And clothing, \$22,000. General merchandise, specialty items, etc made up the rest of the spending. All except non-retail spending which amounted to \$212,700.

So here's where the big spending went in July of this year: Food, \$483,100; Automobiles, \$264,100; Non-retail, \$212,700; and lumber and hardware, \$118,500. Merchants not in one of these businesses got very little of the money spent in the county for July.

Food and automobiles. The increase in industrial employment helped boost these two items this year but the big influx of summer visitors due to one of the hottest periods on record was a boon to the food business.

Which goes to show us that the American people have got to eat and they've got to ride in automobiles. Everything else can take a way, way back seat.

OUR RIGHT TO KNOW



--National Newspaper Week, Oct. 1-8

A SALESMAN'S DREAM

Holy Island treasures mystery after 100 years

There is buried treasure on Holy Island if we can believe a story in a small booklet written by I. B. McLean many years ago. A Charlevoix and Boyne City real estate broker, McLean reported in the booklet that "Indian tradition points to buried wealth near a flat stone which is located as far as one can shoot an arrow from the old fort."

McLean's advertising booklet about Holy Island says a man made a search of the ruins but never found the treasure.

Bert Wilhelm, of St. Joseph, Mo., a construction engineer who was building a large plant at Boyne City, made a search of the ruins on the Island in 1900 in company of Indians.

These Indians claimed to know the location of the treasure. Having failed, he again visited the Island in the Spring of 1912 with two more Indians and in excavating the ruins came upon a stone vault some 30 inches square.

He tried to make further searches but was prohibited as the land was being plotted for resort purposes.

McLean tells the story of how King Strang, Mormon leader, of Beaver Island took over on Holy Island in the south arm of Lake Charlevoix around 1850.

KING STRANG, as the leader was termed, was crafty enough to make friends with the Indians and often enlisted them to assist him, and divided the spoils.

When an investigation was called by the government he and his men retreated up into Pine Lake, locating on a small commanding island in the narrows.

This stronghold he fortified and planted cannon to command the "straits."

A big arch was built where the deer and wild game were cooked and where he and his followers together with his Indian allies feasted and celebrated successful expeditions.

THE MORMONS and especially King Strang, were so impressed with the beauty and seclusion of the Island they dedicated it as a place of worship.

It was here they held their barbecues and celebrated the so called "Feast of the First Fruits" each year until the tragic death of King Strang. Thus did it get its name of Holy Island.

The Island is about 100 rods long and from three to four hundred feet wide. It is the "most seclusive and most beautiful spot in northern Michigan."

McLean sold Holy Island lots to resorters. His lots were 50 feet wide and varied in length from 125 to 200 feet. Regardless of exact size all lots had a standard price, \$300.

MCLEAN CALLED Pine Lake (now Lake Charlevoix) Charlevoix county's inland sea.

He had this to say about Holy Island:

"Lying like a great beaver at the edge of the unbroken forest, HOLY ISLAND, the place of legend, history and song, the Holy of Holies of the Mormons, the citadel of the early lake rovers, the reputed spot of the buried treasure of King Strang, the eldorado of the fortune seeker and adventurer."

We take our hat off to McLean as a real estate salesman!

SHOP EAST JORDAN

My Neighbors



"Taxation without representation was nothing. They should have seen it with it!"

NORTHERN LIGHTS

(Compiled by the News-Herald Staff)

This is the time of year all editors are talking about National Newspaper Week. It runs from October 1 to 8. So here are a few quotes we have picked up from some who look seriously upon the importance of your newspaper:

"The country editor is more than a journalist, he is an educator," —Roy Larson, president, Time, Inc.

"Newspapers should keep in mind constantly that no people have lost their liberties so long as their press remains free." — General George C. Marshall.

"The most powerful force to keep our country on an even keel in this topsy turvy world is the freedom of the press." — William Schrader, University of Missouri.

"The press is our conscience, our guide and our informant." — Bernard Baruch.

"The first act of any dictatorship is to suppress freedom of information." — Alberto Gainza Paz.

What is the only snake in Michigan that's poisonous? It's the massassauga or pygmy rattlesnake. There are 16 species of snakes in Michigan. And Dr. Richard Manville, of Michigan State, says many are harmless and many are decidedly beneficial. But only the rattler is deadly.

Charlevoix county and northern Michigan school board members will attend their seventh annual conference at Michigan State, October 4-5 with the theme of the session being "Exploring Our Future."

Next Monday and Tuesday Charlevoix county and northern Michigan township supervisors and assessors will meet at Michigan State to discuss tax trends and assessing procedures.

Here's something to argue about. Tomorrow (Friday), at 2:42 p.m. the sun will reach the autumnal equinox crossing the equator on its way south. And Autumn begins. But Hazel M. Losh, U of M astronomer, says the day when darkness and light are of equal length won't come until Monday. She explains this by claiming that on the 23rd, although the sun will be above and below the horizon for equal lengths of time, it will appear to be above the horizon about 10 minutes longer. The bending of the Sun's rays by the earth's atmosphere allows us to see the Sun before it actually comes up over the horizon and for the same reason delays its setting.

Charlevoix county is pretty well filled with people for 42.5 per cent of the total land area is "urban" or city area.

Almost 50 percent of the land area of Charlevoix county is taken up with "urban" territory, or city area. Which means the people are pretty well distributed around the county. That's because Charlevoix county has so many cities and small communities. Most northern counties have but one large city. There are 83 people per square mile in the county; and the land in the county which is "city area" amounts to 42.5 percent of the total. This is greater than the city or community land area in any of the following northern Michigan counties: Antrim, Cheboygan, Emmet, Otsego or Kalkaska. It has often been said that county's three cities, East Jordan, Boyne City and Charlevoix pose a drawback in some ways to the county as a whole. Some people believe that one large community in the county could be of more service to the same number of people.

Quote!

A wise man, like the moon, only shows his bright side to the world — J. C. Collins.

No two men can be half an hour to gether but one shall acquire superiority over the other — Johnson.

The Devil is the author of confusion — Swift.

I was not made a horse; and yet I bear a burden like an ass — Shakespeare.

The religion of one seems madness to another — T. Browne

There is something in the misfortunes of even our best friends that does not wholly displease us! — Greenslet.

Watch for the Presbyterian Rummage Sale October 7th and 8th to be held in the Sinclair Sales room, East Jordan.

EAST JORDAN NEWS-HERALD

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"Truth is stranger than fiction—and a whole lot scarcer!"

MAKE IT A Pontiac

for a good deal and a good deal more!

We're matching Pontiac's record sales with record-breaking trades!

You can put this down for a fact. You won't match our deal anywhere else in town because this one pays off double!

For a starter, you'll get an appraisal too good to pass by. We're out to make September another record-breaking month, and all trades are figured on a volume basis. Your car can command a better deal from us right now than it ever will again.

For the clincher, you'll get a car that is way

ahead of anything near its price . . . designed and engineered to stay new for years.

You'll get style that sets the fashion for tomorrow.

You'll get the advanced performance of the Strato-Streak V-8, newest engine in the industry.

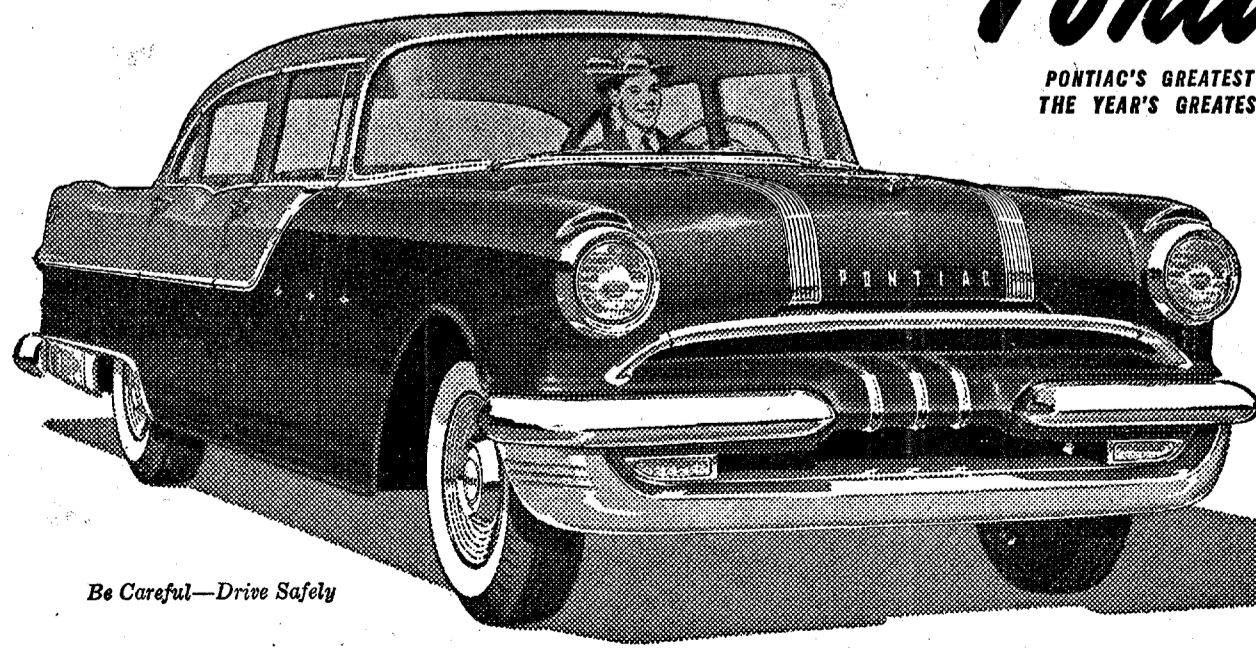
You'll get the size you must have for safe cornering and solid security.

You'll get the latest innovations in springing, brakes and steering to cushion the ride and make driving an effortless pleasure.

Come in for the deal with the double payoff and drive away a big, high-powered future-fashioned Pontiac. You have the word of half a million owners — you'll never make a better buy!

Pontiac

PONTIAC'S GREATEST YEAR!
THE YEAR'S GREATEST BUY!



Be Careful—Drive Safely

COOPER-FRANKLIN SALES, INC.

CHARLEVOIX, MICHIGAN

Read the Classified Page

THE SHOW PLACE OF THE NORTH

Thursday, September 22

Melvyn Douglas Joan Crawford Billie Burke
"THEY ALL KISSED THE BRIDE"
A Good Comedy

Friday and Saturday, September 23 and 24
SPECIAL DOUBLE FEATURE

WALT DISNEY'S ACADEMY AWARD WINNER
"THE LIVING DESERT"

Robert Ryan Jan Sterling Brian Keith
"ALASKA SEAS"
The Mighty Story of the Salmon Country

Sunday and Monday, September 25 and 26

Jack Lemmon Henry Fonda Wm. Powell James Cagney
CinemaScope & Technicolor
"MISTER ROBERTS"

One of the funniest and best movies made this year. A picture just couldn't be better than "Mr. Roberts".

Tuesday and Wednesday, September 27 and 28
Lauren Bacall Richard Widmark Lillian Gish Chas. Boyer
CinemaScope & Technicolor
"THE COWEB"

Story about people — their thoughts & their problems
FOR ADULTS ONLY

103-107 ANTRIM

TIME TO FIX UP FOR FALL

REPAIR

or Modernize, now!

FIRST QUALITY, ALWAYS
ELLSWORTH LUMBER COMPANY
JOS. F. BUGAI

Ship'n Shore®

cherub-print broadcloth...

sweet-scallop

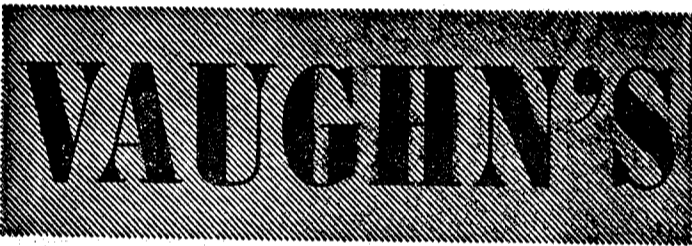
little collar!

298



Just out of this world... SHIP'N SHORE's soft-tailored blouse patterned with bright little cherubs! Lovable touches: baby scallop collar, demure little pearl buttons. Delight-to-laundry combed cotton... fantasy pastels on white. Sizes 28 to 38.

Other new arrivals — glowing solid broadcloths!

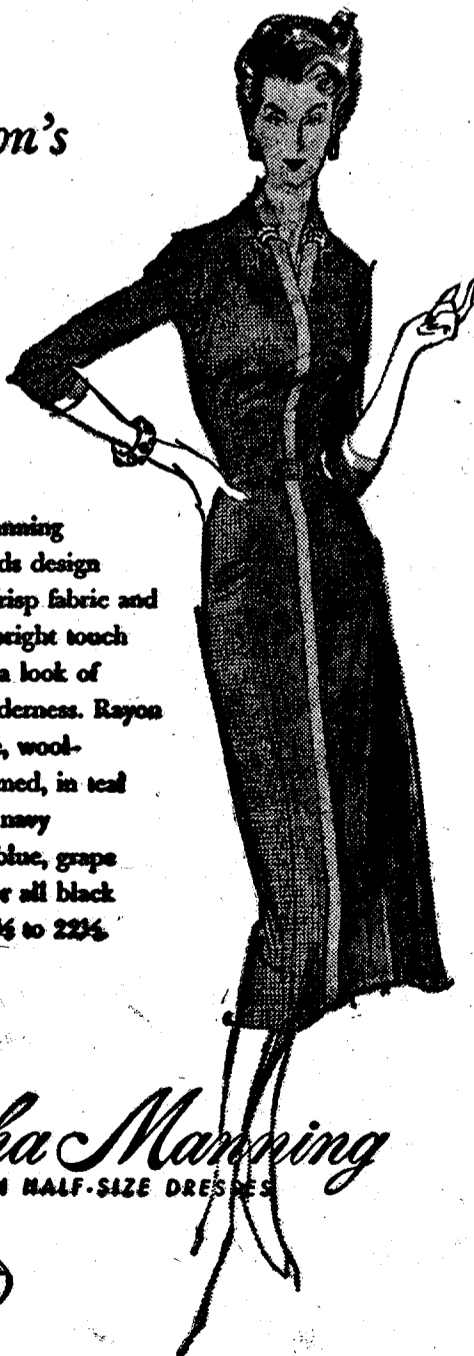


So slim,
so flattering...

fashion's
long,
long
look

\$10⁹⁵

Martha Manning actually weaves design and line, crisp fabric and the right, bright touch to achieve a look of casual stenciness. Rayon and acetate, wool-jersey trimmed, in teal with aqua, navy with light blue, grape with rose or all black in sizes 14½ to 22½.



Martha Manning
WOMEN'S HALF-SIZE DRESSES

We are exclusive dealers in Charlevoix County for Martha Manning dresses — Misses and Women's

THE DRESS
& GIFT SHOPPE

HERE & THERE Around East Jordan

Thursday, September 22, 1955 * East Jordan News-Herald * Page 3

Watch for the Presbyterian Rummage Sale October 7th and 8th to be held in the Sinclair Sales room, East Jordan.

Miss Jean Trojanek and Mrs. Marie Fulmer of Bay City spent the weekend with the former's parents, Mr. and Mrs. Albert Trojanek. They also attended the wedding of Beverly Danforth, a friend of Miss Trojanek's.

Mrs. Olive Snook and grandson Kay, and granddaughter Patricia Snook of Flint visited at the home of Mr. and Mrs. Guy Hunsberger, also her mother, Mrs. Hunsberger who is being cared for at the home of Mr. and Mrs. Harry Slate.

Mr. and Mrs. Jack Valencourt of Onkama and Mr. and Mrs. Ward Penfold of Frankfort were Sunday guests of Mr. and Mrs. Darius Shaw.

Alfred LaVunway who is located at a Navy Base in Philadelphia, is spending his leave with relatives near East Jordan.

Mrs. C. B. Crowell is ill at her home after falling in her home last week.

Russell Bolser of Muskegon spent the weekend with his wife who is visiting her parents, Mr. and Mrs. Ernest Kopkau he also visited his parents, Mr. and Mrs. Otto Bolser.

The J. W. Murphy family reunion was held at the Echo Twp. Hall on Labor Day with 8 of the immediate family present out of 10 children. Thirty-five relatives attended. Visiting and a lovely potluck dinner was enjoyed.

Relatives from Louisville, Ontario, Detroit, Big Rapids, Charlevoix and East Jordan were present.

Mr. and Mrs. J. M. Ingalls Jr. have recently moved into a house on the Ellsworth road.

Mrs. Otto Bolser and Mrs. Cora Brush of Boyne City spent Friday at East Tawas. Mr. Bolser who is employed there, accompanied them home to spend the weekend.

Mr. and Mrs. Pat Brennan and son, are living in the cottage belonging to Mr. and Mrs. Richard Malpass Jr.

Charles Deyo of Williamston came Friday to spend the week end at the Ernest Kopkau home. His wife who has been visiting her son and family returned to her home with him Monday.

Mr. and Mrs. DeWayne Braman and two daughters of Angola, Indiana spent the weekend with their uncle and aunt Mr. and Mrs. B. G. Braman. Other visitors at the Braman home were Mr. and Mrs. Don Braman and two children of Traverse City and their grandmother, Mrs. Corniel of Springfield, Mass.

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

Sally Bennett, daughter of Mr. and Mrs. Jim Bennett, injured her left wrist while playing at her home Sunday. She is a patient at the Charlevoix hospital.

Henry T. Hott, who has been visiting descendants of Charles and John Hott for a week, returned to his home in Portland, Oregon last week. He will visit relatives in Chicago and Boone, Iowa enroute home.

The Jordan River IOOF Lodge No. 360 is sponsoring a hospital bed benefit ham supper to be held in the Methodist Church basement Wednesday, September 28th, serving from 5 p.m. to 7 p.m. Tickets are \$1.25 and are available from lodge members or can be obtained at the church.

Mrs. Myrtle Bowen left Monday for Vassar, in response to a call telling of the death of her uncle Ed Beardsley. Funeral services were held Tuesday at Vassar.

Pvt. Richard Barnett arrived Sunday from Ft. Leonard Wood, Missouri to visit his parents, Mr. and Mrs. William Barnett and other relatives. When his leave is over he reports to an army base in Kentucky.

Mr. and Mrs. Bruce Bartlett and children of Charlevoix were Sunday guests of their parents Mr. and Mrs. Ira Bartlett.

Mr. and Mrs. Max Kamradt and family, spent the weekend in the Upper Peninsula sightseeing.

Mr. and Mrs. John Saganek and two children spent Sunday at Mackinaw City and Indian River.

The Order of the Eastern Stars is sponsoring a rummage sale Friday, September 23rd in the Masonic Temple dining room, starting at 10 a.m. Many good winter coats for sale.

Mrs. Anna Craft is visiting her daughter and son-in-law Mr. and Mrs. Clifford Marshall at Belaire.

Observe 56th Anniversary Mr. and Mrs. Ernest Barnes observed their 56th wedding anniversary Saturday, September 10th. Weekend guests were Mr. and Mrs. Roy Henry and Cecelia and Clyde Culver and son, Clyde Jr. of Flint. Mr. Culver is associated with GMAC, Flint office.

Mr. and Mrs. Henry Redford of Alanson called on Mr. and Mrs. Ernest Barnes last week.

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

Several changes in real estate have taken place in the past few weeks. Mr. and Mrs. Lawrence Hayes have purchased the home of Mr. and Mrs. Harry Jankoviak, David Wertz and family purchased the Lawrence Hayes residence, Mr. and Mrs. Louis Cihak bought the home of Mrs. Ruth Bell; and Mrs. Bell purchased the John Downing home.

Mr. and Mrs. Sam Rogers and Mr. and Mrs. Trim Reynolds of Boyne City returned Saturday from a trip to the Smokey Moun-

SPORTSMEN'S HEADQUARTERS

HUNTING & FISHING LICENSES ISSUED

—Excellent Coffee
—Complete Meals
—Home Baked Goods

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

tains. The men attended the National Road Conference at Gatlinburg, Tennessee. Mrs. Rogers also visited their son Forrest and family at Morganton, North Carolina.

The Order of the Eastern Stars is sponsoring a rummage sale Friday, September 23rd in the Masonic Temple dining room, starting at 10 a.m. Many good winter coats for sale.

Clyde Hipp is a patient at the Little Traverse Hospital. His daughter Mrs. Archie LaLonde of Detroit is spending a week here so as to be near her father.

Trooper and Mrs. William Simmons and family are now living at 410 N. Elmwood St. at Traverse City. He was recently transferred from Detroit.



WE'RE ON A PEDESTAL!

Sure, we're proud! We've worked hard to achieve — and maintain — our reputation for the finest in dry cleaning service! Trust your clothes to our experts, always!

East Jordan Cleaners

Mr. and Mrs. Lester Trenary of Grayling and Mr. and Mrs. Ira Springstead were Thursday dinner guests of Mr. and Mrs. George Klooster. The occasion was the Kloosters 22nd wedding Anniversary.

Mr. and Mrs. Marvin Benson and son Frankie of Berrien Springs spent the weekend with their parents Mrs. Ray Benson and Mr. and Mrs. Al Rogers and other relatives.

SHOP EAST JORDAN

GAMBLE'S SEPTEMBER SALE

Potato Baker 29c
10 Qt. Galvanized Pail 49c
Friction Tape 30 inch Roll 19c
Ironing Board Pad and Cover \$1.49

USED MERCHANDISE

8 Ft. Hotpoint Refrigerator, like new \$100.00

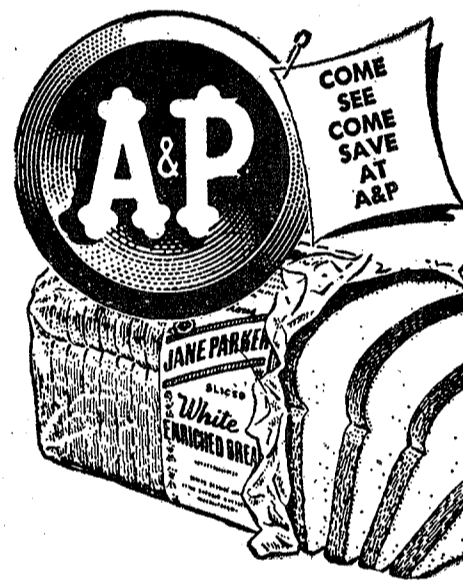
Apartment Size Hotpoint Etc. Range \$40.00

Boy's 26 inch Bike--\$20.00

All New Bikes Marked Down

Leon Peterson's
GAMBLE STORE

Jane Parker



BREAD

You Get Value on Every Count!

ONLY AT
A&P
FOOD STORES

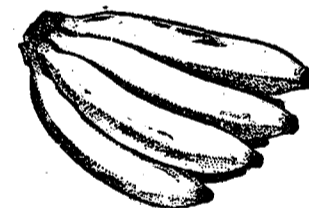
20-OZ. LOAF
STILL ONLY

17¢

SLICED BACON

ALL GOOD,
LEAN LAYERS

LB. 49c



CHOICE FRUIT, GOLD RIPE

Bananas

LB. 17¢

Grass Seed
Apples
Honeydew Melons
Carrots

OXFORD PARK
MCINTOSH, U.S. NO. 1
SIZE 8
CALIFORNIA

5 LB. BAG \$1.79
4 LB. BAG 49c
EA. 49c
2 1-LB. BAGS 29c

Oranges
Lemons
Onions
Popcorn

CALIFORNIA, VALENCIA
CALIFORNIA, SIZE 300
YELLOW, U.S. NO. 1
A&P, WHITE OR YELLOW

5 LB. BAG 69c
DOZ. 39c
10 LB. BAG 49c
2 LB. BAG 29c

JANE PARKER—REG. 49c

Pineapple Pie
Pecan Rolls
Sunshine Cake
Potato Chips

EA. 39c
JANE PARKER, CARAMEL, REG. 39c
JANE PARKER
JANE PARKER

MEL-O-BIT, AMERICAN OR PIMENTO

Sliced Chees
Cream Cheese
Longhorn Style Cheese
Frankenmuth Cheese

8-OZ. PKG. 29c
8-OZ. PKG. 39c
LB. 53c
LB. 55c

Tomato Juice

A&P, NEW LOW PRICE

2 46-OZ. CANS 45c

Dill Pickles
Sivertown Fig Bars
Cherry Jam
Grapefruit Sections

LIBBY'S, KOSHER
NEW LOW PRICE
NEW LOW PRICE
EVERYDAY LOW PRICE, A&P

QT. JAR 29c
1 1/2-LB. PKG. 39c
12-OZ. GLASS 19c
2 16-OZ. CANS 29c

Sultana Blackeye Peas
Farmington Choc. Bars
Strawberry Preserves
Salad Dressing

WITH PORK, 15 1/2-OZ. CAN
NEW LOW PRICE 10c
NEW LOW PRICE 2 11-OZ. BARS 77c
ANN PAGE, 12-OZ. CAN 29c
NEW LOW PRICE 47c
ANN PAGE

dexo Shortening

ALL PURPOSE,
PURE VEGETABLE

3 LB. CAN 69c

Michigan Asparagus
Great Northern Beans
Sultana Rice
Sauerkraut
Butter Beans

EVERYDAY LOW PRICE 2 1 1/2-OZ. CANS 49c
EVERYDAY LOW PRICE 2 LB. BAG 29c
SHORT GRAIN, EVERYDAY LOW PRICE 2 LB. BAG 29c
A&P 2 27-OZ. CANS 27c
SULTANA, NEW LOW PRICE 16-OZ. CAN 10c

Black Pepper
Dandy Whole Sweet Pickles
Pork 'n Beans
Dog Food
Oat Meal

NEW LOW PRICE 2-OZ. CAN 19c
22-OZ. JAR 29c
52-OZ. CAN 29c
DIET 1 & 2, DAILY SUNNYFIELD, QUICK OR REGULAR 12 16-OZ. CANS 97c
5 LB. BAG 43c

Kevko Margarine SOLID PRINT, QUAR. LB. 26c TERS LB. 27c

Salad Dressing SHEDD'S QT. JAR 43c

Wesson Oil FOR COOKING AND SALADS QT. 69c

All Prices in This Ad Effective Through Saturday, September 24th



Want Ad Rates

CASH RATE: 2½ cents per word, minimum, 65 cents. If ad is not paid by Saturday noon after last insertion, it will be considered charged. If ad runs three consecutive times you get three ads for the price of two.
Card of Thanks — \$1 Professional Directory — \$2 per mo.

Page 4 * East Jordan News-Herald * Thursday, September 22, 1955

For Sale

FOR SALE — Used Refrigerators, Electric Ranges, Washers, Oil Water Heaters. — SHERMANS. 22tf

FOR SALE

Millwood, mixed as it comes off the mill, \$10.00 per load
Hardwood, \$12.00 per load
All wood — cash on delivery
ATKINSON LUMBER
LE 6-2657

WOOD FOR SALE — All dry hardwood, either chunk or buzz wood. \$4.50 per cord, delivered. Also 24 inch fire place wood. See William Trojanek, Route 1 or call Lewis Trojanek, LE 6-2380. 38x3

FOR SALE — Perfection oil heater 5 room size, good condition, with 250 gallon oil tank. Also cream separator, bench style. Phone LE 6-7068. 37-3

FOR SALE — 7 room house, 2 car garage and good garden spot. Inquire at 517 Main Street. Phone LE 6-7397. 34x6

FRUIT AND JAM JARS, Child's wagon and rocking horse, infants toilet seat. Hearth type cook stove (fine for camp or out door cooking) Dye Cottage, M-66, north. LE 6-7167. 36x3

ANTIQUES — Sideboard, dining room table, 2-cane bottom chairs, fruit dryer, 3 trunks, set of silverware, coffee pot, tea pot, sugar bowl, cream pitcher, spoon holder, caster set. Also some maple syrup for sale. S. G. Thompson, East Jordan, Route 1. 38x1

NOTICE

Applicants will be accepted only between the hours of 3 p.m. and 5 p.m. Fridays.

MOUNT CLEMENS METAL PRODUCTS COMPANY

East Jordan

For Sale

FOR SALE — Refrigerator, washing machine, davenport, dining room table, chairs, single bed and springs, vacuum cleaner. See R. P. Maddock, Grandvue Hospital. No phone calls. 37-2

SHOES FOR SALE — Men's, children's and some ladies' at the best buy in the north. If you don't believe it come and see for yourself East Jordan Auto Parts. 37-3

FOR SALE — Quality hay. Will deliver in truck load lots. Contact Dick T. Winkel, McBain, Michigan. Phone 112. 37x3

EMDEN GEESSE FOR SALE — Early May hatched, 8 to 10 lbs. alive. Mahala Salah, Petoskey, Michigan. Phone DI 7-3015. Walloon Lake, Country Club Road. 37x3

FOR SALE — 1949 Plymouth Deluxe, 4 door, good tires. \$130. Call LE 6-2959. 38x1

FOR SALE — Carrots, beets, eggplant. Phone LE 6-7129; Archie Griffin. 38-1

GUNS FOR SALE — 12 ga. double barrel, like new, \$35.00. 22 Hornet with scope, like new, \$35. 45 Colt N. S. 6 shot stag grip, good shape, \$40. 7 MM good shape, \$35. Call Saturday or Sunday. Fred Murray, Route 3, East Jordan. Phone LE 6-7177. 38x1

FOR SALE — Late model Oliver No. 5 corn picker with 8 roll husking bed. Nearly new John Deere wagon, both in excellent condition \$500. Walter Goebel, Route 3, East Jordan. LE 6-7114. 38-1

FOR SALE — 1950 Packard 4 door sedan. Ultramatic drive, radio, heater, directional lights, back-up light. Tires nearly new. A real bargain. Rev. C. W. Thompson, LE 6-2973. 38x1

2-COIL SPRING and 2 felt mattress, twin size, good condition — \$10 for all. Sump pump, \$35., like new. Also 20 gallon hot water tank and coal burner for the hot water tank, very cheap. Watson's Resort, M66, East Jordan. 38x2

CIRCULATING WOOD OR COAL HEATER for sale. Also oil heater, both in good condition. Homer Nason, East Jordan. Route 2 — LI 7-2797. 38x1

For Rent

HOUSE FOR RENT — Call LE 6-2648 between the hours of 6 and 6:30 p.m. 37x2

Miscellaneous

I WOULD LIKE TO KNOW names, address and date of birth of persons born on Main Street, East Jordan. Clyde Strong, General Delivery, East Jordan. 38x1

Wanted

WANTED AT ONCE — One first class plumber. One first class steam fitter. Apply Romaine Plumbing and Heating. 37-1

WANTED

TIMBER — LOGS
We are buying standing saw timber or logs. Van Every Bros. PO Box 326 Petoskey or contact Waldo B. Van Every or Clarence Greenier at Greenier Saw Mill, Harbor Springs. After 6 p.m. call Petoskey DI 7-4590. 13tf

Help Wanted

HELP WANTED — Experienced cook and housekeeper, for Charlevoix from June 1st through October. Los Angeles December to May. Phone LI 7-2140 or LI 7-2436 for interview. 37-3

Situations Wanted

WORK WANTED — Young woman will take care of not more than three children by the week. Do light housework and live in. Phone LE 6-7086. 38x1

Lost

LOST — One dock section, 12x3 3/4. Floated away in storm Tuesday evening, August 30th (north wind). Dock was aluminum painted. Please phone Dye cottage. Highway 66, North. LE 6-7167. 38-3

LOST — Black and tan small beagle hound. On Highway 32 and Rogers Road. Call LE 6-7260. Reward. 38x1

Real Estate

80 acres, Echo Township, \$1700. 45 acres, east of fairgrounds, \$2,000.

80 acres on M-66, good hunting and fishing, \$2,250.
Business lot on Main Street, \$800
Nice lot north of school, \$200.
Modern home, 6 rooms and bath, furnace and two lots. \$4500.
Five room home, \$4,000. Terms.
Eight room home, \$4,500. Terms.
Six room home, \$3,000. Terms.
Nice sandy beach lots on Lake Charlevoix, terms.
CLARENCE HEALEY, Broker
LE 6-7210 East Jordan

REAL ESTATE — As I am living here, I would like to sell all of my East Jordan houses and farms. Make me an offer, cash or on time. C. J. Malpass, 667 Kellogg St., N. E. Phone GI 4-2011, Grand Rapids, Michigan. 32-9

Log Cabin on State Street, small down payment.

Modern Home on M-66, 1-acre land.
200 Acre Farm, all buildings in good repair.
Frank J. Nachazel, Broker
901 Mill Street LE 6-2284 38tf

Used Cars

BOWMAN'S

USED

CARS

West Side

of

Bridge

East Jordan

LE 6-2310

Services

TYPEWRITER REPAIR. Also adding machines. Call Bill Thorsen. JU 2-7029. 38x3

NOW OPEN!

Floy's Beauty Shop
Complete Beauty Service
110 Echo St. East Jordan

WIRING SUPPLIES — Complete assortment on hand including metal and porcelain switch and outlet boxes, duplex receptacle — pull chain and keyless types. — SHERMAN'S FIRESTONE

GENERAL TRUCKING — Local and out of town. Phone LE 6-2629. Lyle Smith, Mill street, East Jordan. 13tf.

Card of Thanks

I wish to thank all of my kind friends and neighbors for the cards, letters, flowers and gifts, and especially the United Missionary Church for their beautiful box of fruit and candy. Also Rev. Thompson for his friendly visits and prayers and words of sympathy, and the children for their many acts of kindness during my sickness at home.
To all of you, thanks again.
Mrs. Roscoe Smith

Card of Thanks

I would like to thank my neighbors and friends for the prayers, letters, cards and flowers while I was in the Munson hospital. Also those who helped in any other way.

Marinus Fisher

I wish to thank Rev. Thompson for his prayers, the United Missionary Church and Rebekah Lodge for the Red and Yellow Rose bowls, and my many friends who sent me cards during my stay at Charlevoix hospital. Thanks again.

Mrs. Jim Bennett

Legals

STATE OF MICHIGAN
The Probate Court for the County of Charlevoix.

In the Matter of the Estate of Edward Gerner, Mentally Incompetent.

At a session of said Court, held on September 13, 1955.
Present, Honorable Floyd A. Supp, Judge of Probate.

Notice is hereby given that the petition of Fenton R. Bulow the Guardian of said estate, praying that his final account be allowed and the residue of said estate assigned to the persons entitled thereto, will be heard at the Probate Court on October 10, 1955, at ten A. M.;

It is Ordered, that notice thereof be given by publication of a copy hereof for three weeks consecutively previous to said day of hearing, in the East Jordan News-Herald, and that the petitioner cause a copy of this notice to be served upon each known party in interest at his last known address



"O, John makes enough money, alright. But we always have too much month left!"

by registered mail, return receipt demanded, at least fourteen (14) days prior to such hearing, or by personal service at least five (5) days prior to such hearing.

Floyd A. Supp
Judge of Probate
38x3

SHOP EAST JORDAN

WE REMOVE
Dead or Disabled
Horses and Cattle
And Other Farm
Animals
FOR PROMPT SERVICE
PHONE GAYLORD 6231
VALLEY CHEMICAL
Company

Record of the Council

Minutes of the meeting of the City Council held in the council rooms September 19, 1955.

Meeting called to order by Mayor Whiteford.

Present: Aldermen: Annear, Malpass, Meredith, Rebec and Lilak. Mayor Whiteford. Lawyer Downs. Absent: Alderman Sturgell.

Minutes of the last meeting were read and approved.

Bills amounting to \$4,638.16 were presented to the council for payment.

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

Motion made by Alderman Annear and supported by Alderman Lilak that the Mayor and City Clerk be authorized to transfer \$1,000.00 from the Water Receiving Fund to the Water Operation & Maintenance Fund. Motion carried all ayes.

Motion made by Alderman Malpass and supported by Alderman Annear that the City approve signature on "No Hunting Signs" to be placed at City Limits. Motion carried all ayes.

Motion made by Alderman Annear and supported by Alderman Rebec that the City approve SDM application for Elmer Poole. Motion carried all ayes.

Motion made by Alderman Meredith and supported by Alderman Lilak that the City purchase a gas range for the Tourist Park and change caretakers rate from salary to hourly for the balance of the term ending October 1, 1955. Motion carried all ayes.

Motion made by Alderman Rebec and supported by Alderman Meredith that the meeting be adjourned. Motion carried all ayes.

CITY OF EAST JORDAN
Alberta Nowland, City Clerk

Bargains Every Week On This Page

Building Needs At Ken Diller Lumber Co.

Now at Sherman's Firestone Store East Jordan



"The Illustrated ENCYCLOPEDIA OF KNOWLEDGE"

\$105.00 VALUE

20 complete books in 10 deluxe library volumes... for students of every age. Commended by educators throughout the nation.

PHILCO
"Back-to-School"
TV SALE

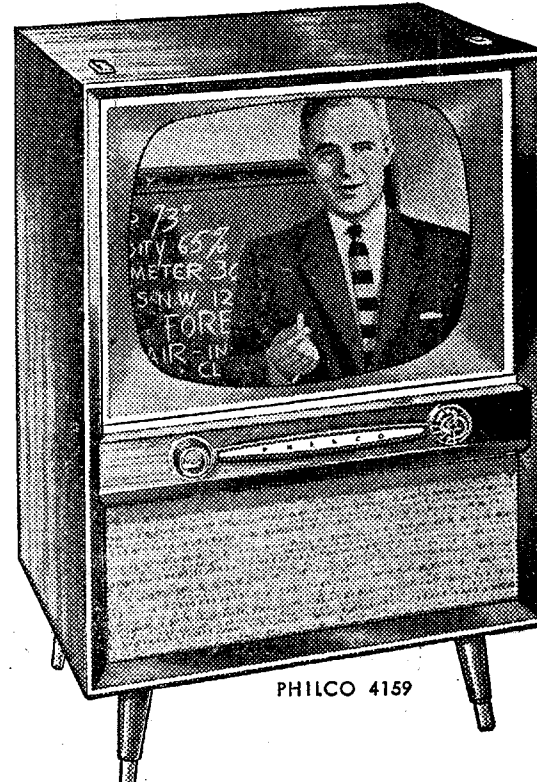
Yours for Only

\$5.00

Just to cover handling and shipping

with the purchase of any of these Philco Television Consoles

Here's the chance of a lifetime to give your family BOTH a brand new 1956 Philco TV and the world's newest encyclopedia. Act now! Offer limited!



PHILCO 4159

21-Inch PHILCO TV with TOP TOUCH TUNING and REMOTE CONTROL

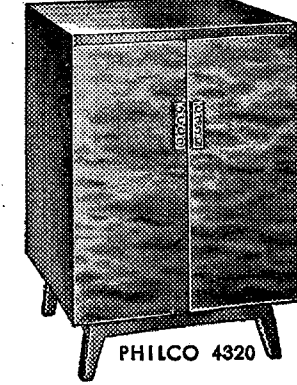
Just a touch on the top of the set turns it on, changes stations automatically, or turns it off. And with Remote Control... even from across the room, just a touch changes stations.



PHILCO 4156

21-INCH TV IN NEW HORIZONTAL STYLE

Exclusive Top Touch Tuning and new Remote Control. Aluminized picture tube. Micro-Grid 359 Chassis. Mahogany finish cabinet.



PHILCO 4320

21-INCH CONSOLE WITH FULL DOORS

Choice of Mahogany, Black Teak or French Walnut finishes. Aluminized picture tube. Golden Grid Tuner. Built-in UHF-VHF aerial.

Businessmen's Directory

Ph. LE 6-7349 East Jordan
R & R TELEVISION
Authorized Service Dealer
Sales and Service Gen. Elec.
Antenna Installations Zenith

Guaranteed Top Quality
ELGY'S
Auto Body Shop
Block west of M-66
Bumping-Painting-Welding

Electrical Contracting
ECHO
Electrical Enterprise
LE 6-7260 109 Mill

Lennox Furnaces
JORDAN HEATING & REFRIGERATION CO.
Furnace Cleaning and Repair
Refrigerator Repair
Clarence Lord Glenn Campau
LE 6-2272

WILLIAM T. DOWNS
Attorney at Law
Income Tax Counselor
LE 6-7358 139 Main St.
Hours: 9-12 and 1-5:30
Monday through Saturday

For Best in Gas Service
Use
PETGAS
Boyno City Gas Co.
Your Petgas Dealer

C. BLAIR & SON
Cabinet and Mill Work
Furniture Repair
Phone LE 6-7304
One Block West of 66 on 32

INDUSTRIAL & RESIDENTIAL PAINT CONTRACTING PAINT SALES & SERVICE
Steeple Jack Service
Jim Munson
134 West Lincoln, Boyno City

Sales — Service
Michigan Bottled Gas
SHERMAN FIRESTONE
Washing Machine and Sewing Machine Service.
229 Main LE 6-2961
LE 6-2922

AUCTIONEERS
Jim & Sam Brannan
Our Services Don't Cost
THEY PAY
Graduates of Reich School of Auctioneering. Phone JU 2-7613

R. G. WATSON
Funeral Director
Phone LE 6-7031
MONUMENTS

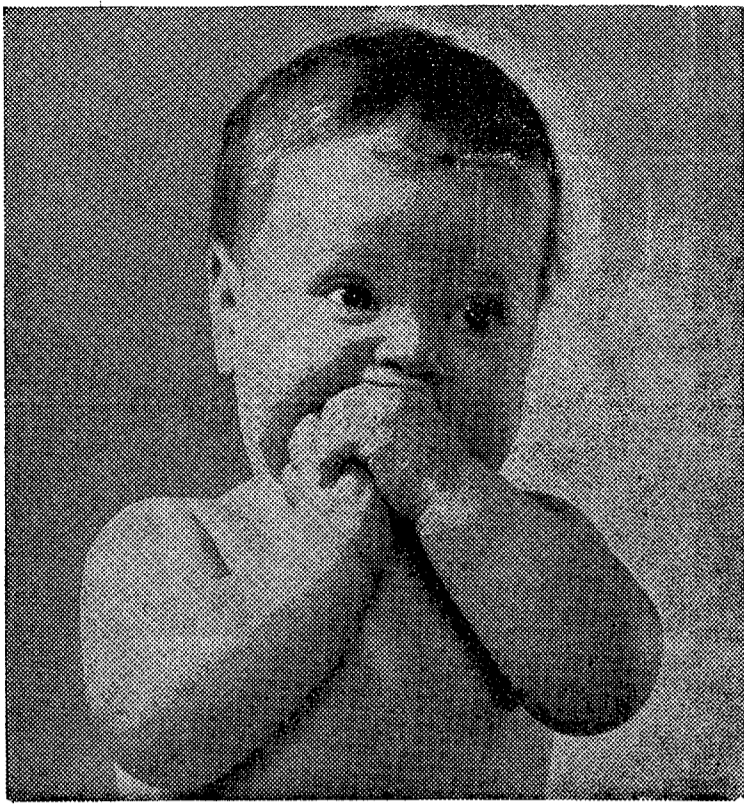
JOHN C. SCHMITTDIEL
Thursday open 'til noon
Chiropractor
Mon., Wed., Fri. 9-12, 2-5, 7-9
Tues., Sat., 9-12, 2-5
Bank Building, Boyno City
Dial JU 2-6292

J. H. SAVORY, M. D.
East Jordan, Mich.
Hours: 2 to 5 p.m.
Daily except Wed. & Sun.
7:30 to 9 p.m., Tues. & Sat.
Office LE 6-2511
Residence LE 6-2313

J. VAN DELLEN M. D.
East Jordan, Mich.
Office Hours
2 to 5 p.m. Daily
Except Thursday and Sunday
7 to 9 p.m. Wed. and Sat.
Sunday by appointment or
in case of emergency
Phones: Office LE 6-7231
Residence, Ellsworth LU 8-2644
Tues. and Sat. 9-12, 2-5

JAKE'S SHOE REPAIR
Underwood's Shoe Store
Boyno City
Fix them while you wait
Look at your heels too, everybody
does.

ROMAINE PLUMBING & HEATING SERVICE
Complete Plumbing Service
TV, Radio & Appliance Repair
Steam and Hot Water Heating
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State Bank of East Jordan

2% Interest Paid on Savings



CHURCH SERVICES

ST. JOSEPH CHURCH
Rev. Joseph J. Malinowski
MASSES
Sunday—7:30 and 9:30 a.m.
Holydays—7:30 a.m. & 7:30 p.m.
First Fridays—7:30 p.m.
Weekdays—8:00 a.m., Except
June, July, August and Septem-
ber at 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.

FINKTON BIBLE FELLOWSHIP CHURCH
Followed by short morning ser-
vices.
Sunday School—10:30 a.m.
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 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.

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

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.
C.Y.A. Tuesday—8 p.m.
Prayer Meeting, Thurs. 8 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 Ser-
vice first Sunday of every month.
Family social dinner, second
Sunday of month following morn-
ing 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 Noffze, 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

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

TELEVISION

Cadillac-- Traverse City

WPBN-TV		Thursday	
4:05	Previews	10:30	Party Line
4:10	Health & Happiness Club	11:00	Valiant Lady
4:15	Shopping Tips	11:15	Love of Life
4:30	Howdy Doody	11:30	Search for Tomorrow
5:00	Deputy Don	11:45	Guiding Light
5:30	Jack Perrin	12:00	The Jack Paar Show
6:00	News	12:30	Welcome Travelers
6:15	Limelight	1:00	Today's Movieland
6:30	Sports Today	2:00	Relaxin' With Ike
6:40	Weather	2:30	What's Your Trouble
6:45	News Caravan	2:45	Bob Crosby
7:00	Best of Groucho	3:00	Brighter Day
7:30	Make the Connection	3:15	Secret Storm
8:00	TBA	3:30	On Your Account
8:30	Bundy Mt. Jamboree	4:00	Western Theater
9:00	The Falcon	5:00	Kid's Corner
9:30	Movie Museum	5:30	Wild Bill Hickok
9:45	Final Edition	6:00	News
9:55	Weather	6:15	Weather
10:00	Michigan Outdoors	6:20	Sports
10:30	D. Fairbanks Presents	6:30	Rin Tin Tin
11:00	Chicago Wrestling		

(Continued on Page 6)

LOOKING BACKWARD

Reviewing The News-Herald

September 25, 1915
Rev. W. C. Cravier of New York, who was assigned to the pastorate of the East Jordan Methodist church, refused the assignment and Rev. John Clement has been appointed in his place.

The funeral services for Andrew Struthers, 73, one of the pioneers of this region, was held at Charlevoix Tuesday. He was born in Scotland in 1841 and settled in South Arm township in 1864, on what is now known as the west side of East Jordan. Other residents here at that time were Rlijah Holben, a Mr. Clark and a Mr. Roe and their families.

Mrs. E. C. Hadley, daughter of Mrs. H. W. Prior, died from a heart attack at her mother's home, The Russell House, Monday morning.

September 25, 1925
Richard Malpass has gone to East Lansing to attend MSC.

Mr. and Mrs. Cleve Isaman and son left for Lowell Saturday where Mr. Isaman will run a grocery store.

Students returning to college include Aurora Stewart and Ellen Crawford to U of M, Sena Franseth, Roy Vance, Aura McBride and Emma Omland, Western State Normal in Kalamazoo; Mary Brown, Sacred Heart College, Grand Rapids; Marie McDonald, Frances Cook, Leatha Cox, Josie Hammond, Emil Heg-

erberg, Carlton Bowen and Jasper Stallard to Central State Normal at Mt. Pleasant.

September 27, 1935
The football squad of 1935 was announced by Coach Cohn as follows: Seniors: Bob Bennett, Hill Ellis, Alvin McKeague, Gayle Saxton, Henry Heinzelman, Raymond Fisher, David Pray and Bud Strehl. Juniors: Clarence Bowman, Jr., George Rogers, Ralph Duplessé, Edward Stanek, Colin Sommerville. Sophomores: LaVern Archer, Rodney Gibbard, Willard Howe, Bud Porter, Wesley Bigelow, Mike Hitchcock, Herbert Kemp and

Clark, Bud Hite, Glen Malpass, Robert Crowell, DuWayne Penfold, Billy Simmons and Robert Sloop.

Moses A. Lemieux, former East Jordan blacksmith, passed away at Flint Sunday, September 15th.

Miss Isabel Henderson, former Cadillac school teacher, and Rev. C. W. Sidebotham, pastor of the East Jordan Presbyterian Church, were united in marriage in Cadillac.

Charles Sulak passed away at the home of his daughter, Mrs. Marie Cramer, in Boyne City.



From where I sit... by Joe Marsh

...Makes a Man Healthy, Wealthy—and Tired!

Sandy Peterson's nephew Pete has gone back to college. He worked on Sandy's farm a couple of months last summer to get hardened up for football.

He seemed to enjoy farm life all right—but like most city kids it took him some time to get used to a farmer's schedule.

Sandy claims that when he went in to wake Pete—on the first morning—the boy looked up startled and asked what time it was. Sandy replied it was four-fifteen. "Gee," Pete murmured, "if we're going to do a day's work tomorrow you'd better get to bed!"

From where I sit, we must have heard a million stories like that. But they show how some people assume their customs are the only proper ones. To most city folks getting up at 4:15 seems odd, because they don't do it. Just like some people don't think enjoying a glass of beer is "right" ... because they happen to prefer another beverage and haven't waked up to the fact that everyone has a right to his own choice.

Joe Marsh

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STOP IN and let us check over your present automobile insurance policy.

YOU MAY NOW purchase the same high grade automobile insurance this Agency has always offered at rates that have been reduced from 12 to 23% a year.

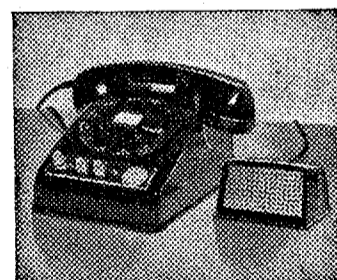
ROBERT A. CAMPBELL AGENCY
WILLIAM M. SWOBODA, Manager
Complete Insurance and Bonding Service

East Jordan Telephone Lines

LES JOHNSON
Michigan Bell Manager



THIS IS THE FIRST in a series of columns written to keep you posted on new and interesting telephone items. Almost every day technical inventions appear on the scene and unusual stories about telephone service come along. We'd like to tell you about them. And then, too, we'd like you to get to know us better and the things we do to make sure that you get the best telephone service in the world. I hope you enjoy reading "Telephone Lines."



HAVE YOU HEARD about the new "hands-free" Speakerphone? You can hear and talk to the person at the other end of the line without lifting the handset. It's done with

a small microphone and a pint-sized speaker. This isn't just an experimental model. Hundreds of these telephones are in use in offices, hospitals and in homes, too. It only costs \$6.60 a month extra, including federal tax, and I can get you one right away.

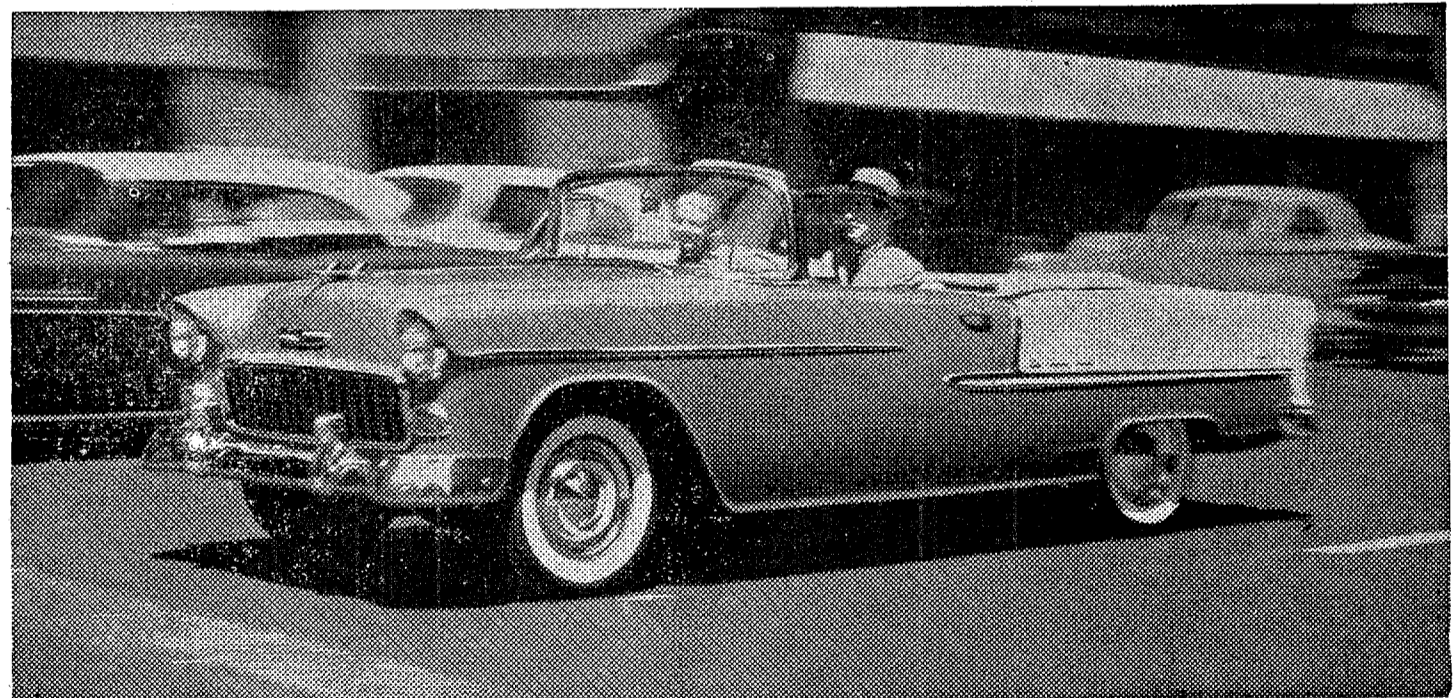
HERE'S A QUIZ to try on your family. It's been found that most people guess too high when asked about Long Distance rates. What would you say the rate would be for a three-minute station-to-station call after 6 at night to Indianapolis, Toledo, Chicago, New York, San Francisco*? Here's a clue: Did you know that you can call any place in the United States for \$2 or less?



*Answers:

Indianapolis 85c Toledo 70c Chicago 70c
New York \$1.10 San Francisco \$1.90
plus 10% federal tax

NOTHING IN ITS FIELD CAN MATCH CHEVROLET FOR ACCELERATION!



Great Features back up Chevrolet Performance: Anti-Dive Braking—Ball-Race Steering—Out-rigger Rear Springs—Body by Fisher—12-Volt Electrical System—Nine Engine-Drive Choices.

When you need a quick sprint for safer passing, this V8 delivers!

It's pure dynamite, and you have to go way, way up the price ladder before you ever find its equal.

The proof was burned into the sands of Daytona Beach at the NASCAR* trials earlier this year. In acceleration tests, Chevrolet walked away from everything else in its field. Plus all the high-priced cars except one!

It's the big reason Chevrolet's been taking all comers in short track stock car events this season. Sizzling acceleration along with handling ease and cornering ability—things that mean safer, happier highway driving. Come on in and let a new Chevrolet show you what we mean.

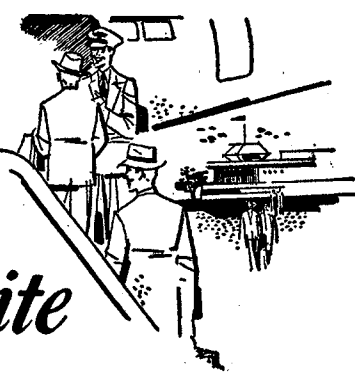
Drive with care... EVERYWHERE!



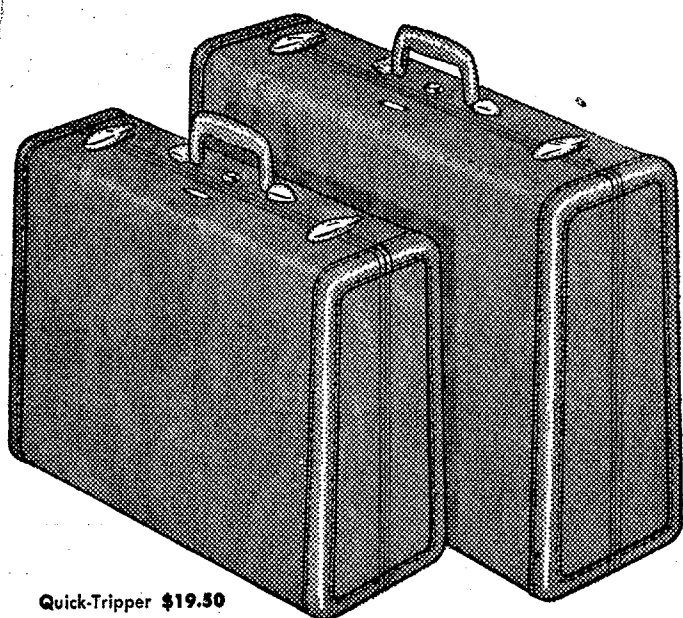
NOW'S THE TIME TO BUY! LOW PRICES—BIG DEALS! ENJOY A NEW CHEVROLET

A. R. Sinclair Sales
BOYNE CITY, MICHIGAN

Executives on
their way up...
travel with



Streamlite Samsonite Luggage



Quick-Tripper \$19.50

Two-Suiter \$25.00

All prices plus tax

World's most popular luggage...
because it's strongest and smartest!

Men who go places, go with Streamlite Samsonite! No other luggage has Samsonite's impressive better-than-leather finishes. They defy scuffs and stains... wipe bright with a damp cloth, trip after trip! And thanks to a unique construction—you carry more clothes in less space, virtually free—with Streamlite Samsonite!

See our new complete selection of Streamlite Samsonite Luggage for Men and Women in:

- SADDLE TAN
- BERMUDA GREEN
- COLORADO BROWN
- ADMIRAL BLUE
- ALLIGATOR FINISH
- RAWHIDE FINISH

Use Our Lay Away Plan
For Christmas

VAUGHN'S

Church News . . .

PRESBYTERIAN CHURCH
Rev. E. O. DeHaven, Pastor
This coming Sunday is known as Christian Education Sunday throughout the country. The Presbyterian Church will observe it in both the Sunday Church School and the Church Service.

In the Church School we will observe it by the forming of new classes for the coming year. There will be the promotions in the various departments. New Bibles will be given to those graduating into the Junior Department. New materials will be distributed to all the pupils. We are striving for 100% attendance of all pupils this coming Sunday and throughout the year.

In the Church Worship Service, all teachers in our Church School will participate in a Consecration Service. We are to have with us for this day, the Reverend Kenneth Neigh, the Executive of the Synod of Michigan who will preach the sermon. All parents and Pupils are urged to remain to this Service that this year in our Christian Education work will be started in the proper manner.

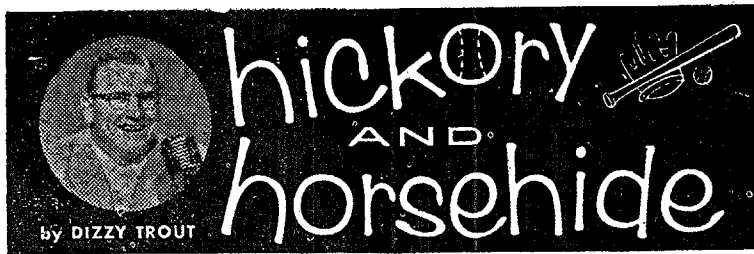
The First Family Supper of the Fall will be held in the Church on Thursday evening, Sept. 29th. This will be Pot-luck supper. Bring your own table service. This service too will be devoted to the Church School, and the home particularly as it is related to the Church School. The Supper will be served at 6:45 promptly.

There is to be a Promotional meeting of the Presbytery of Petoskey held in our church, Sunday afternoon, Sept. 25th beginning at 3:00 p.m. and lasting until 5:00. Dr. Neigh will represent the Synod's staff at this meeting. All Elders Trustees and other interested people in the Benevolence Program of our Presbyterian Church are urged to attend.

The WYF will meet at its usual time on Sunday evening, Sunday, October 2, is observed by the Christian Church as World-Wide Communion Sunday. We will observe this service in our Church also during the Worship Service.

In the afternoon of October Second, there will be a Presbytery Preview of the Church School material with teachers and officers from most of our churches attending. There is to be with us at that time, Miss Ruth Wardlaw from the Field Service Staff of the Board of Christian Education in Philadelphia and Dr. Garner Odell from the Synod's Staff in Detroit. The meeting will begin at 3:00 p.m.

In the evening of October 2, Dr. Odell will lead our Session and Trustees and Teachers and Officers of our Church School in a very special program entitled, Christian Education in our Church. This is a part of the emphasis the Session is making as it has studied the whole task of Christian Education. All members of the Session, the Teachers and Officers and other interested persons are invited and



Page 6 * East Jordan News-Herald * Thursday, September 22, 1955

There's always a feeling of nostalgia a tinge of sadness, in the clubhouse after the last game of the season.

Because of the enormous turnover in personnel every year, you'll never again see several of the players. Others, injured or their work completed, have received permission to depart a few days early and are already gone.

The rest are likewise in a hurry to return to families and homes missed for many months, so there are fast showers, quick handshakes, a few brief words and then a mantle of silence descends upon the clubhouse.

When it's all over, Al Kalins will return to Baltimore to decide between two jobs. Harvey Kuenn will go back to his public relations job for a bank in West Allis, Wisc., and a trip to the altar in November and Bill Hoefft will work in a sporting goods store in Oshkosh, Wisc.

SCHOOL TEACHER

Off-season, Steve Gromek, who lives in Detroit, operates a bowling alley, coach Jack Tighe sells radio time in Muskegon, Al Aber works in a Cleveland haberdashery, Babe Birrer teaches school in Buffalo and Bill Tuttle works in a lumberyard in Farmington, Ill.

Some of the players remain active in sports through part or all

7:00 What Goes On Here
7:30 T-Men in Action
8:00 Topper
8:30 I Led Three Lives
9:00 Undercurrent
9:30 Waterfront
10:00 Stardust Theatre
11:00 Weather
11:45 Program Previews

Saturday

10:25 Program Previews
10:30 Electricity at Work
10:45 Michigan Report
11:00 Big Top
12:00 The U. of M. Hour
1:00 Religious Town Hall
1:30 eService Salutes
2:00 Baseball
3:00 Just Travelin'
3:30 Religious Town Hall
4:00 Big Kids Theatre
5:30 Understanding Our Wld.
6:00 Wrestling
7:00 Lawrence Welk
8:00 Two For The Money
8:30 Ford Star Jubilee
9:00 Gunsmoke
9:30 Wrestling
10:30 WWTV Playhouse
11:35 Program Previews

urged to attend. This meeting will begin at 8:00 p.m.

of the winter. Bubba Phillips hopes to play winter ball in Cuba or Puerto Rico, Jim Deising is going on a barnstorming tour before returning to carpentering and Fred Hatfield will again, officiate college and high school basketball games in Alabama.

Red Wilson, a former grinder will help coach the University of Wisconsin freshman football team, Harry Malmborg will divide his time between working in a gas station at Antioch, Calif., and refereeing basketball games and Jack Phillips is trying to decide between playing winter baseball or officiating basketball around his home town of Marella, N. Y.

Ray Boone engages in an unusual off-season occupation for a ball player. He's a journeyman lathe worker. Likewise skilled is Leo Cristante, of Allen Park, who's a tool and die maker.

SEVERAL STUDENTS

Bob Miller, who is taking a correspondence course in business law from DePauw University, will tour the Orient early in

Lona Theatre

Mancelona, Michigan

Fri. and Sat., Sept. 23 and 24

Ran. Scott Dorothy Malone
"Tall Man Riding"
plus
William Bendix in
"Crashout"

Sun. and Mon., Sept. 25 and 26

Burt Lancaster as
"The Kentuckian"
Technicolor, CinemaScope

Tues., Wed. and Thurs.,
Sept. 27-28-29

Van Heflin Mona Freeman
"Battle Cry"
Color — SinemaScope

Due to length of picture,
first show will start at 8:30;
second show at 9:10.

January to assist in an Armed Forces baseball clinic.

Other Tiger bonus babies similarly are students, Reno Bertoia returning to Assumption College in Windsor, Jim Small going to San Jose State Teachers College and Jim Brady attending Notre Dame.

By contrast, Earl Torgeson plans to fish and play golf around Anna Maria Island, Fla., all winter, Ned Garver will hunt and fish on his farm at Ney, O., and coach Schoolboy Rowe expects to hunt a lot with former Yankee Bill Dickey near El Dorado, Ark.

Manager Bucky Harris now makes his home in Detroit and will be occupied with at least six minor league meetings. He hopes to find time for hunting and fishing in between.

As for Ol' Diz, maybe I'll see some of you around this winter.

The Jordan River IOOF Lodge No. 360 is sponsoring a hospital bed benefit ham supper to be held in the Methodist Church basement Wednesday, September 28th, serving from 5 p.m. to 7 p.m. Tickets are \$1.25 and are available from lodge members or can be obtained at the church.

The Order of the Eastern Stars is sponsoring a rummage sale Friday, September 23rd in the Masonic Temple dining room, starting at 10 a.m. Many good winter coats for sale.

Dale Bolser who has been located at Anchorage, Alaska is spending a 30 day leave

School Board Meeting

Regular meeting of the board of education held at the high school offices on Monday evening September 12, 1955 at 9:00 o'clock.

Members present Klooster, Darbee, Healey and Boswell, Absent Porter.

Minutes of previous meeting read and approved as read. Moved by Boswell, supported by Darbee that the bills be allowed and paid. Carried.

September 12, 1955

Clark R. Ackley	\$4,990.00
Norman Bartlett	10.90
Cadmus Books	79.40
Robert A. Campbell Agency	10.00
Cascade Paper Company	32.55
Charlevoix County Road Comm.	30.50
Chicago Reference Book Company	61.22
Clinton Office Equipment Co.	91.35
Cole's Central Supply Company	21.63
Lucille DeHaven	40.00
F. W. Dilworth & Son	6,720.21
Doubleday & Company	10.73
East Jordan Cooperative Company	73.97
East Jordan News-Herald	45.90
Fochtman Motor Company	47.24
Hillsdale School Supply, Inc.	15.75
Henry Holt & Company, Incorporated	23.48
Jenkins Printing Service	119.35
Ernest Kopkau	14.45
Locke Films, Incorporated	86.82
Lyons & Carnahan	146.99
Interstate	108.14
Charles E. Merrill Books	73.39
Michigan Bell Telephone	47.81
Michigan Mutual Liability Company	31.58
Barney R. Milstein	252.76
News Map of the Week, Incorporated	19.75
North Central Association	15.00
Raveau's Body Shop	211.00
The Riegler Press	35.55
Robertson Products	169.91
Romaine Plumbing & Heating	39.94
Gayle Saxton	25.00
School Sound Systems, Incorporated	412.50
Shermans	37.28
Lois Snyder	40.00
Standard Oil Company	222.53
Standard School Company	183.10
Steindler Paper Company	187.10
Herb Sweet	24.50
Al Thorsen	7.37
University of Michigan	200.00
West Company	53.18
Wagenvoerd & Company	43.10
Webster Publishing Company	147.11
Welsh Manufacturing Company	127.90
Mercer Carey	33.90
Consumers Power Company	25.95

Moved by Darbee, supported by Healey that the school district purchase a new Chevrolet Suburban Carry-All from the A. R. Sinclair Sales Co. at a cost of \$1,850.00. Carried.

Motion to adjourn. W. G. Boswell, Secretary

GOOD YEAR Brings You the Best Tire News of the Year!



Fits the wheels of your present car!

Get the proved advantages of Goodyear Tubeless construction — advantages like Better Blowout Protection; Better Puncture Protection; Better Traction. There's no tube to chafe, pinch, or blow out. And, 3-T Cord plus exclusive Grip-Seal Construction give a double line of defense against punctures. Now, these important extras are yours at special low introductory prices. Come in — trade for new 3-T Tubeless Super-Cushions before this offer ends.

Introductory low prices on White Sidewalls too!

YOUR OLD TIRES ARE YOUR DOWN PAYMENT!

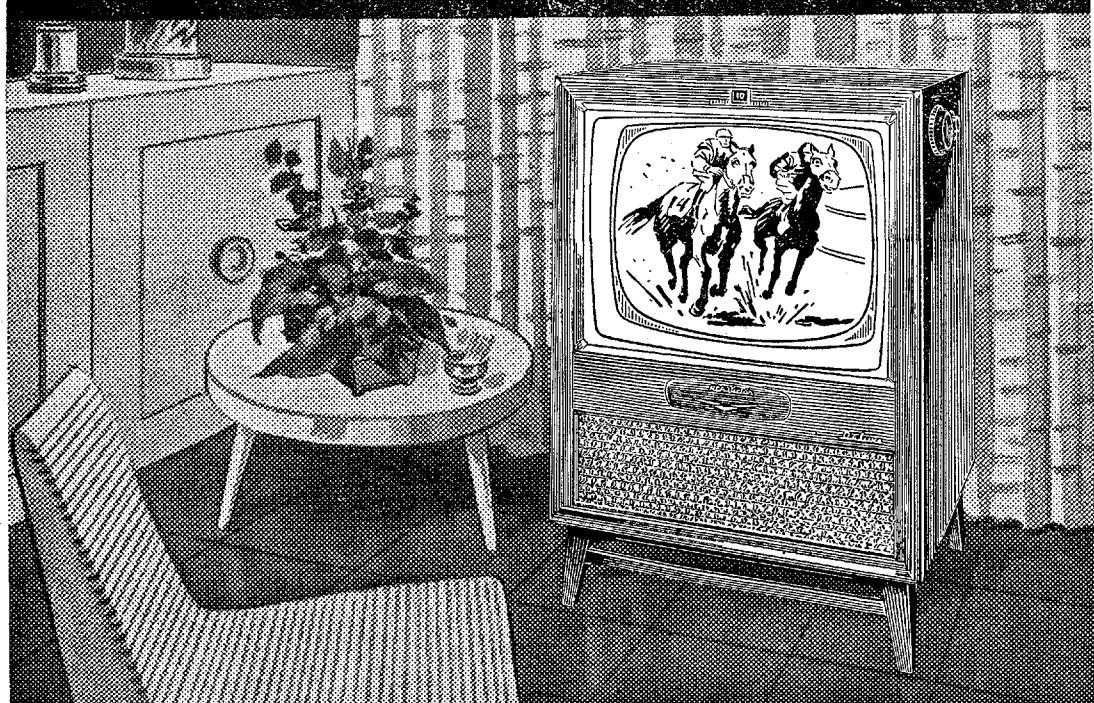
Pay as low as \$1.25 weekly for a PAIR!

LOOK AT THESE LOW PRICES!		
TIRE SIZE	SALE PRICE* Black Sidewall	SALE PRICE* White Sidewall
6.70 x 15	\$19.95*	\$24.45*
7.10 x 15	21.85*	26.75*
7.60 x 15	23.95*	29.35*

*Plus tax and recappable tire

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Now **RCA VICTOR** brings DeLuxe Performance and Cabinetry within reach of everyone!



RCA Victor 21-inch Winfield Deluxe. Mahogany grained finish. Lined oak grained finish, extra—21D641.

NEW 21-inch WINFIELD Deluxe with new "4-Plus" Picture Quality... "Front Window" VHF Channel Indicator

Now—thousands more may own the finest television ever made—RCA Victor Television Deluxe. In the stunning new 21-inch Winfield Deluxe, RCA Victor lowers only one thing—the price. You get the superlative performance and unmatched cabinetry for which RCA Victor Television Deluxe is world-famous. See the new RCA Victor 21-inch Winfield Deluxe today.

Ask about the exclusive RCA Victor Factory Service Contract

For UHF—New High Speed UHF tuning covers 70 UHF channels in 2 1/2 seconds! Optional, extra, at new low cost!



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BOYNE CITY Seals Bldg. JU 2-7343

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