

EXTRA! EXTRA!

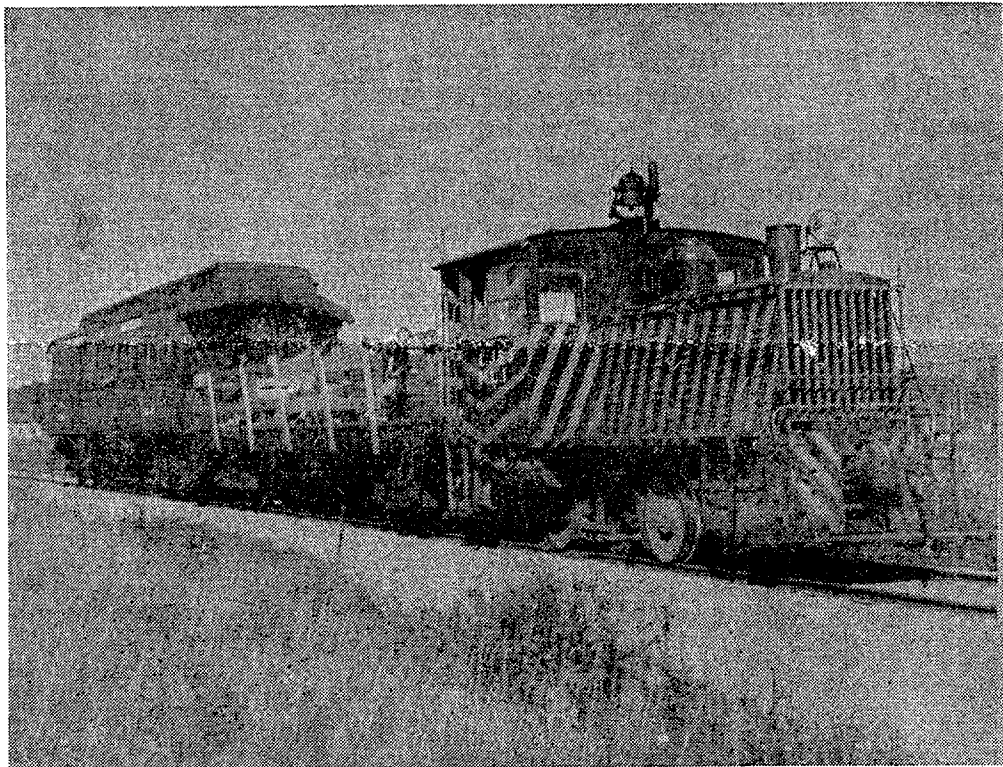
★ ★ ★ EAST JORDAN'S ★ ★ ★

SWAN CITY EXPRESS

PUBLISHED IN SWAN CITY ————— JULY - AUGUST ————— MCMLVII

TRAIN IS ROBBED!

ALL QUIET ON TRAIN



Here's a look at East Jordan's 1957 Swan City Express train loaded and on the way through the beautiful Jordan Valley. Photo by Express photographer, Jerry Rogers.

BANDITS ESCAPE AFTER PILFERING PASSENGERS

RAIL PRESIDENT SILENT

AUTHORITIES BELIEVE PRESIDENT IN CAHOOTS WITH LOCAL BUSINESSMEN

The East Jordan and Southern Railroad train, better known as the Swan City Express, was shot up by masked bandits who made off into the deep forest of the Jordan Valley with loot estimated at \$150.

The train carrying more than 100 people was attacked about 40 minutes out of East Jordan by gun-toting thieves who relieved passengers of all their loose change amid gun fire and harsh, quick, spoken words.

The riders had boarded the train for an afternoon of sight seeing when the hold up took place.

Quick investigation following the bold broad daylight holdup, led to none other than the railroad president himself.

Investigators sensed something amiss with the attack. This came about when it was noted that Railroad President Howard Porter was seen to smile when the shooting started.

Not only did the president remain calm, as though inviting the robbers, but he kept quiet through four such affairs in two days.

Early investigations led authorities to believe that the president had staged the free rides into the Jordan Valley so lurking gunmen could fall upon the people and then and there remove their money.

The money was turned over to the East Jordan Businessmen's Association to support local civic activities. Gunmen released all passengers unharmed.



A TYPICAL FRIGHTENED PASSENGER

WORLD'S LARGEST SWAN

FAMOUS SCULPTOR BUILDS WITH WATER

Editor's note: This article reprinted from the winter edition of the Swan City Express.

One thousand gallons of water, plenty of snow and 75 hours of work has resulted in a 5-ton ice swan.

It's located in East Jordan's tourist park at the corner of M-66 and M-32. Measuring 24 feet long the swan's neck is 16 feet high.

Constructed by Parker Seiler, local snow sculptor, at the request of the East Jordan Businessmen's Association, the swan will publicize East Jordan.

It's a reminder to visitors that this is the "Swan City" summer and winter.

Seiler said: "The greatest source of help was Billy Malpass, who donated 16 after school hours to the project. Two other eighth graders, Bob Bulow and Larry Drenth contributed eight and two hours respectively. For services rendered, I

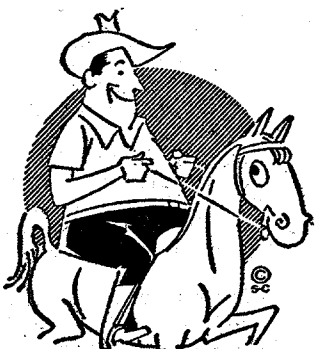
should like to thank Frank Strehl (pushing snow up), Harry Watson (setting up scaffolding), Romaine Plumbing & Heating, (bending and cutting pipe). For equipment we are indebted to Harry Watson, Al Rogers, John Seiler, Bill Malpass, Don Clark, East Jordan Iron Works, Vaughn's and the City of East Jordan. Seiler himself spent 45 hours on the project.

BULLETIN!

Old timers pulling their beards on the city hall steps told reporters today that the East Jordan shooting was the first train robbery ever staged in northern Michigan.

Defiant bandits warned passengers to look for more such robberies as they sped away into the thick cover of the Jordan Valley. Only one bandit was hung from the nearest tree. Others live to come again.

POSSE AFTER BANDITS



SHERIFF ROSE

Upon hearing of the big train robbery, Charlevoix County Sheriff Glenn Rose mounted up and roared out into the Jordan Valley after the bandits.

FREE MAPS TO BE HAD!

Rail visitors to East Jordan this week are being offered free of charge a complete map of the area. They may be picked up at the News-Herald office. Another map showing an air photo of the city taken recently from a flying machine is also available. Visitors stopping in for the free maps are

requested to tie their horses to the post outside and check their guns before going into the office.

Chief of Police Harry Simmons reported today he is determined to prevent the gun play going on in the Jordan Valley from spreading into city streets.

SWAN CITY EXPRESS

Published every
JULY-AUGUST

At East Jordan, Mich.
By East Jordan Businessmen's Association

FRANK STREHL President
DONALD CLARK Vice President
E. H. CLARK Secretary
GRANT LIGHTHILL Treasurer

DIRECTORS

KENNETH DILLER, THOMAS GALMORE, JERRY ROGERS

Swan City Express trips made possible through cooperation of Howard Porter, President, East Jordan & Southern Railroad.

For information concerning SWAN CITY EXPRESS call East Jordan LEnox 6-7351 or write association secretary.

U. S. A. Home Office of East Jordan Businessmen's Association — Post Office Building, East Jordan, Michigan.

EDITORIAL

We apologize to all those wonderful northern Michigan vacationers who came to East Jordan and were unable to get aboard the Swan City Express.

It was with deep regret that the East Jordan Businessmen's Association found it necessary to turn some people away at train time. During the first week schedule we found ourselves with 600 people asking for a ride. This unexpected rush to take advantage of the beautiful trip into the Jordan Valley called for an immediate system of reservations for the remainder of the season.

The association is doing everything possible to see to it that all who come to our city are able to get aboard the train. We thank you for your patience and wonderful cooperation.

Vacation folks are always welcome to East Jordan. You are welcome to use our many city-wide facilities set up to offer a little more fun for the visitor. After the train ride, we invite you to have a look at our city and to express your thoughts on what we can do to make your stay here more pleasant.

Stay with us this summer if you can. And don't forget to come back next year!—The East Jordan Businessmen's Association.

Mr. Pottleby



Call the Swan City Express office and tell them to reserve 500 seats for next Thursday. Take no excuses. Tell them the conductor is a friend of mine.



That she goes! Uranium miners in the Jordan Valley look up from their work to watch the Swan City Express go by. Twice a week the express train, filled to capacity with sight seers passes close to diggings where old timers are trying to strike it rich. The two men in the photo struck gold, silver and oil, but being discouraged because they could find no uranium are about to quit. They told passengers last week they are interested only in uranium and seemed dejected. (Swan City Express photo loaned by East Jordan News-Herald, a weekly newspaper with much less circulation.)

E. J. CIVIC BUILDING NOW FAMOUS INDOOR ICE SKATING PLACE

UNFINISHED BUILDING MAKES GOOD PLACE FOR WINTER SKATING RINK

Michigan's last federally constructed WPA sponsored building, a "white elephant" for the past 13 years, has finally been put to civic use.

East Jordan's huge community building, idle since 1942, now houses the only indoor ice skating rink in this section of northern Michigan.

Two projects, both sponsored by the East Jordan Rotary Club, were the only successful efforts advanced to put the building to community use.

Covering more than 15,000 square feet, the building was enclosed in 1942 and left idle since the war effort prevented purchase of additional materials.

A front portion of the building facing Main street has for several years housed the East Jordan post office and an information room, but the greater part of the structure, not visible from the street, has remained empty.

The interior contains room for a basketball floor, a bowling alley, bleachers, balcony, furnace room and one other room.

The recreation floor was never completed, having only wood ribs sunk into concrete.

When the building was started by WPA, residents of East Jordan approved a \$6,000 bond issue to raise funds for its final interior completion.

The bonds were never cash-

ed, however, since the war came and it was impossible to purchase materials.

With the closing of all Michigan WPA projects, city officials in 1942 feared the building would be left without being enclosed.

Clarence Healey, East Jordan's mayor at that time, made two trips to Lansing requesting that the federal project be extended until the building could be enclosed.

Work of enclosing the building was done after all other WPA projects in the state had ended.

The local Rotary club for a while sponsored community activity in the portion now used by the post office.

A few weeks ago the club sponsored an indoor skating rink in the rear of the structure in cooperation with the city council.

The ice rink, which gained rapid fame and interest, is the only successfully sponsored project designed to make use of the long idled structure.

Several ideas have been advanced pertaining to use of the building such as a place for a small industry, independent indoor sports etc. But many residents have felt the building should be finished and used for the purpose for which it was originally constructed — a civic community building.

Thank You!

Editor's note: This article appeared in last Fall's edition of the Swan City Express.

Members of the East Jordan Businessmen's Association and the Community Chest this week extended their thanks to Howard Porter, president, East Jordan and Southern Railroad for use of the railroad in the combination color tour and chest fund drive.

It was said Wednesday that one more tour will be held this week, Thursday, Friday or Saturday afternoon.

The first "good" day will see the train leave Memorial Park for the Jordan Valley, it was said.

Residents who were unable to take the earlier trips are asked to keep in touch with the railroad, Grant Lighthill or the News-Herald for information on the last run.

Radio and Television officials were also being thanked this week for releasing information about last week's tours which attracted visitors from a wide area.

A note of appreciation went to Bob Fritz, of WATC, Gaylord and Ken Haven, of WPBN-TV Traverse City.

SKIING ON WATER BEING TAUGHT HERE

Instruction in water skiing has become part of East Jordan's recreational activities with the swimming program being held at the municipal beach at the Tourist Park.

Through the East Jordan Businessmen's Association Ken Diller, Harold Bader, Leo Sommerville and Ted Malpass furnish the boats, skis and instruction every other Thursday at 2:00 p.m. at the Tourist Park.

All youngsters under 21 yrs. of age must have written consent of their parents to participate. Children under 14 yrs. of age must be accompanied to the beach by at least one of their parents. Those participating will be doing so at their own risk.

SWAN STUFF

The white swan have made East Jordan famous as the Swan City. Not because there are not swan in other cities of the area, but because East Jordan seems to have many more of them and they nest here.

At the last count there were 47 beautiful white swan in the back waters of the Jordan River. Comparatively tame, the Swan will just about eat from your hand. Especially if your hand contains some corn.

Long years ago the exclusive Chicago Club over at Charlevoix brought in a couple of swan to add to the beauty of that city.

In due time the birds flew over to East Jordan and the Chicago Club people had one heck of a time to get them back and make them stay put.

But as the years passed the swan would not stay put. They chose East Jordan as their home. Here they nested and here they stayed in large numbers.

In winter the birds take off for the open water of the bay at Traverse City where residents there feed them and see that they live through the cold months.

In spring the swan return to East Jordan where local sportsmen tend them constantly.

They have made their headquarters in Sportsmen's Park and can be seen there every day through the summer.

Occasionally one flies over to Boyne City even though they have been told they can't get there from here.

WILDLIFE GALORE!

TOURISTS & RESORTERS WELCOME TO VISIT EAST JORDAN'S PARK

ONLY ONE OF ITS KIND IN USA

Have you seen the fawns at Sportsmen's Park? There are now two does, a buck and four fawns at the Park. And the fencing has been changed so the deer can be seen from the drive that goes into the River.

One of the greatest attractions about the City are the swans,

ducks and geese at the Park. Last Sunday a count of cars and people was made by Elmer Green and Walter Hickox, and some 350 cars carrying about 800 people visited the Park. Now the deer have been added which are always an attraction to people from down State

who seldom see deer.

No other place in the entire country has so many swans, ducks and geese, that are free to roam at will yet are so tame. The traveling public spend a lot of dimes for corn to feed the birds, which not only feeds them in summer, but the dimes help feed them during seasons when not so many visitors visit the Park.

The Park project is spark-plugged by Elmer Green and Walter Hickox, assisted by other members of the Sportsmen's Club, too numerous to mention. The City and businessmen also assisted with the fencing. This project deserves generous support of the community, since we have something no other city has.

ALL ABOARD!

BY MARSHALL

It was thought that about 150 milled around waiting to get on the train the other morning but officials weren't sure. That's because one fellow ran around so fast you couldn't count him.

There were so many people on the Express that everyone was sitting on everyone else's lap.

Wow! What a man could do on the train with one of those electric sticks!

The Express is the only train in the U. S. and A that is completely air conditioned — in a natural sort of way.

One rider said the train moves so slow that on the return trip they found virgin timber where no trees grew the first time by.

That's better than those modern streamliners where you eat a sandwich when you get on and arrive at your destination before you have time to belch.

The spot where the train is robbed is way out in the Valley. Yes, a long way out. It is so far that by the time the robbers get their loot back to town it has started to bear interest.

A lot of people ride facing the back of the train. That's because some people would rather see where they've been than where they are going.

The robbers hung one man from a tree. Passengers were so frightened the railroad had to hire a man with a stick to get aboard the train and push eyeballs back into place.

The conductor of the train is going to the hospital to have a piece of steel removed from his leg. Shot, you know.

After riding up and down the Jordan Valley of hills the passengers have an unique expression. As they pull into the southern station they yell: "B. O. B." Meaning: "Bellaire Oh, Boy!"

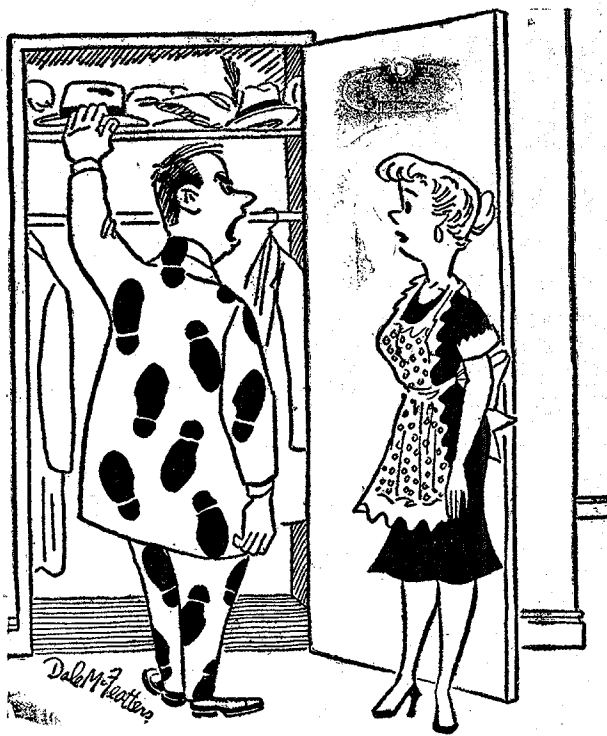
After reaching Bellaire, many passengers would just as leave not take the train back. The Swan City Express is the only train in the U. S. where more passengers would rather go to than fro.

A man came way up from Grand Rapids and found the train full. He couldn't take that particular trip. So he put his head on the shoulder of the

businessmen's association and wept.

The Swan City Express is the finest sight seeing train in the United States. More people than anybody are interested in taking the wonderful trip through the Jordan and its beautiful valley.

Remember. There are no hills enroute. Just lots of pleasant valleys.



What da ya, mean, did I ride the train! When I got down there in Memorial Park 5,000 people walked all over me. I'm telling you Mable, if I want to ride the Swan City Express I've got to have reservations!

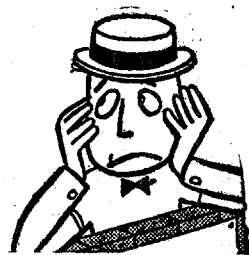
EDITOR

WORRIES

PRINTER'S CALM THRU
WHOLE OPERATION

COFFEE BUDGET RISES
AS DEADLINE NEARS

Dear Stranger: The questionable experience of News-Herald publisher Marshall Sayles was pressed into service to put this issue of the Swan City Express together. He took two full days to write, make up and publish it. Now



he sits and worries about the reaction. Those finding anything distasteful in this issue are asked to stop in at the office. He will take a pair of scissors, and cut it out for you.

EJBA

VISIT THE SWAN CITY

East Jordan Offers You Year-Round Fun

TOURIST PARK

Room for 60 trailers on beautiful south arm of Lake Charlevoix, all modern facilities, electricity, rest rooms; laundry; complete playground equipment, life guard, complete supervision.

SPORTSMEN'S PARK

Feed the 50 beautiful white swan, geese, ducks. Visit the deer park enclosure. Breath-taking scenes for the camera fans. Follow the hundreds who come to the park. Write Jordan River Sportsmen's Club for complete wildlife information.

BOATING FACILITIES

City dock with excellent slips for your boat. Running water, electricity. One block from business district. Close to all summer activities. City owned launching ramp to get in and out of Lake Charlevoix.

MOTELS COTTAGES HOTEL

Fish The Famous Jordan River--America's
Trout Stream Deluxe

Write or Call, Secretary

EAST JORDAN BUSINESSMEN'S ASS'N.

Wintertime: Indoor Skating Rink--Skiing--Ice Fishing

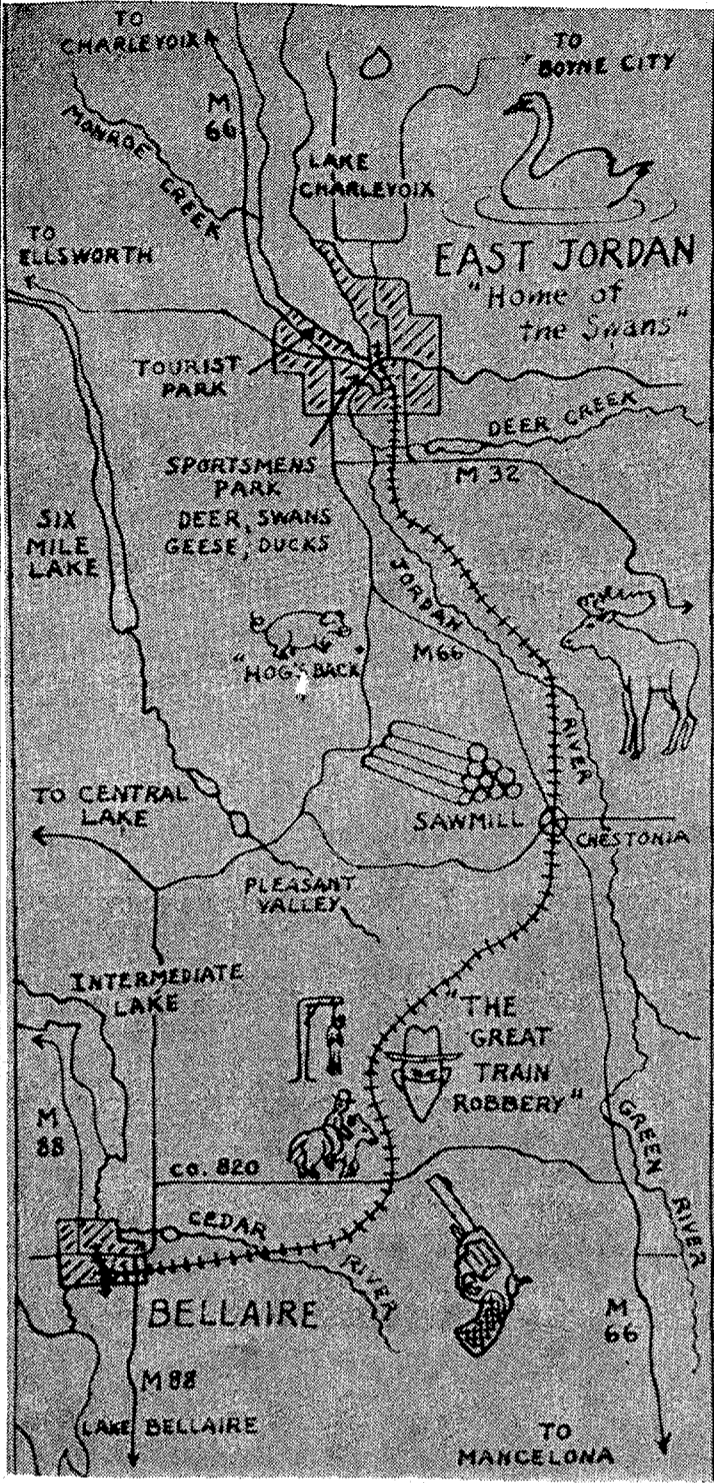
KING WAS HERE ONCE YEARS AGO

(To Whom It May Concern)

HOLY ISLAND IN SOUTH ARM OF PINE LAKE IS NOW KNOWN AS HOLY ISLAND IN SOUTH ARM OF LAKE CHARLEVOIX

Holy Island, situated in the south arm of Pine Lake, about a mile and a half below Iron-ton is historic and picturesque. It was set apart by the "Saints" as a place for holding the "Feast Of First Fruits," in the summer of 1855. At that time it was an isolated spot where the feasting and revelries could go on undisturbed by Gentile settlers. The feast commenced on the first Sabbath after the full moon in August each year and generally continued several days. One of the principal articles of food was a roast ox or other animal, large enough to feed the multitudes assembled. James J. Strang, the Mormon King, explored the Pine Lake region, and his reports to the Northern Islander, the official Mormon newspaper on Beaver Island, gave the place great value in the eyes of the Saints, and Holy Island was to become sacred and devoted only to the worship of God. There was an evident intention to make it the future headquarters of a colony of Saints to be established on Pine Lake. The death of Strang in 1856 prevented the realization of their ambitions in this locality as on Beaver Island, the nucleus of the Mormon kingdom. Holy Island, which contains a trifle over eleven acres, is covered with evergreen and white poplar, and, commencing with the eighties, various improvements have been attempted to convert it into a popular summer resort.

Where She Goes!



INFORMATION ON SWAN CITY EXPRESS RELEASED BY PRESS

HUNDREDS LEFT AT STATION

600 PASSENGERS RUSH FOR FIRST DAY RIDES

Editor's Note: The public relations director for the Swan City Express released the following story on the train's first regularly scheduled trip this summer.

East Jordan's Swan City Express carried 320 passengers from 23 cities in four states last Thursday.

The first morning run of the sight seeing train through the Jordan Valley left Memorial Park at 9:30 with 140 passengers from all sections of the state.

The 1:30 p.m. run pulled out carrying 180 resorters leaving a number of would be riders who were unable to get aboard.

The rush to take the free train ride sponsored by East Jordan Businessmen's Association in cooperation with the E.J. & S. Railroad, took operators by surprise as 600 people asked for passes last week.

The businessmen said some 300 resorters were holding passes for this week's ride. These were left overs from last week.

A temporary public information booth concerning ride information was conducted each day this week in the News-Herald office with Mrs. Grant Lighthill in charge.

The first rush to get passes became so confusing all passes were picked up from merchants and placed at the information booth.

A new system of reservation was immediately set up, which required the passenger to name the day and the time he wished to take the train.

Because 300 passes given last week were unable to be used, no additional passes were approved for today's (Thursday's) run.

The information booth had taken 70 reservations up to Tuesday of this week for rides next Thursday.

Regulations now call for anyone wishing to take the ride to make reservations at the information booth. It is expected that the booth will be moved to the post office building this week.

Merchants expect a rush to

board the train at both morning and afternoon departures. With the new registration system working smoothly this week, the merchants see no confusion concerning rides for the rest of the summer.

Plans call for the morning and afternoon run each Thursday throughout the summer.

Robbers attacking the train last Thursday netted some \$85 from the 320 passengers.

A list of passengers from last week's runs showed people on the train from the following cities:

Flint, Detroit, Grand Rapids, Erie, Pennsylvania, Boyne City, Boyne Falls, Wayne, Bay City, Muskegon, Interlochen, Pasadena, Cal., Charlevoix, Chicago, Ellsworth, Mancelona, Flat Rock, East Jordan, Birmingham, Iron-ton, New Boston, Poland, Ohio, Chesan-ing and Torch Lake.

ICE SWAN AMAZES HUNDREDS

When the world's largest ice swan was unveiled in East Jordan Tourist Park during the winter, the sculpture attracted hundreds of visitors and camera fans from throughout northern Michigan.

Like the man shown below, many were amazed at the breath-taking sight.



The East Jordan Businessmen's Association extends this special welcome to you to visit East Jordan in wintertime. You will find it lots of fun to skate in the city's indoor ice rink, fish through the ice of Lake Charlevoix or ski on many of the snow covered hills of the area. This winter — come to East Jordan!

My Neighbors



"Well, anyway, I'm deductible!"

Johnny Blockhead says:

"Why didn't
I make a
reservation"



Swan City Express Train Schedule

Departure Time

Train leaves Memorial Park in downtown East Jordan 9:30 each Thursday morning. About 150 passengers are taken on each trip.

Train leaves park at 1:30 each Thursday afternoon. Seat not guaranteed without reservations.

Arrival Time

Morning train arrives back in East Jordan about 12:30.

Afternoon train arrives back about 4:30 p.m.

LEnox-6-7351
For Train Ride Information
Parker Seiler, Conductor