Thas



 BIG CITY ADVERTISING CAVDES 'FREE' LESSO
CARSON, PIRIE, SCOTT of Chicago, operates a State stre
department store with sales ru
ding into many millions of dolla each year. That volume
is attracted through the sto the Chicago daily papers One of the highest $p$ tiving manager. He know
psychology; what will cau
ple to buy. He knows the when and how of effective
tising. Every paragraph, word of the copy of his
tising is carefully weighed
scales of his trained ability.

Some 100 miles west of Chi-
cago is a good country town of some 1,500 people, surround-
ed by a trade territory in which ed by a trade territory in which
there are another 1,500 to 2,000 people. That town has several
good. stores with adequate
stocks of merchandise to meet stocks of merchandise to meet
the requirements of the people sales do not represent anything
like all the purchases of the town and its trade territory.


CLAMMS WORLD'S SMALLEST COLT . . Whoever heard of a 15 -pound colt? But seeing is believing and pony, believed to be the smallest matured pony in the warid, gave birth to "Cricket." They are show


ALREADY MAKING THEIR MARK ON THE WORLD. . Piloted by nurse Anne Lambiase, baby Marie where the 22,000 th mark was passed. Another new comer to this vale of tears protests as he awaits his turn to put a footprint on the sands of time. At right, babies Marie Elena and Mildred Ann are initiated


EXPARATROOPERS GO RIGHT ON 'CHUTING . ... When Lucius Rucker, left, and Fred Cole got out of the army, they thought they ,000 agents behina erremy lines in World War


WHALE OF A FISH-STORY
Mildred Knight, amazed (and so are we) by the extremely rare "fur fish" exhibited by Pat Wilsic, Boulder Junction, Wis. The fur fish is one of three
hippocampus specimens on record and there won't be another for 50 years. Wilsic is a member of the Burlington Liars club and
claims the fish weighed 13 pounds when caught in waters 50 to 60 degrees below zero. It was 2 feet $67 / 8$ inches long.

broke la follette tradiTION . .. For the first time in 40 years, a La Follette will not
be a member of the U. S. senate at next session. This was as-
sured by the defeat of Sen. Robsured by the defeat of Sen. Rob
ert La Follette by Joseph R. Mc Carthy, for the Republican nomination. La Follette had recently rejoined the Repubican party.


PAINTS WHILE SWIMMING Prince Akahito, 14, who is spending his vacation at the Japanese tured as he draws while swimming. This is not a show-offish

U. N.'s Food Organization Discusses World Problems



## ロ

> | Dod |
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| adm |
| the |
| hes, |
| ins, |
| fore | fore Bowles (not Chester) of the partment, Lambert of agricultultural de-

research and Stiebeling of economics.
This meeting of FAO will he the first long range program for
world agriculture, based upon a
worldwide worldwide survey, which has just
been completed and which includes
70 John Orr of Scotland, director
general of FAO, will present the which, if adopted, will be laid be-
fore the meeting of United Nations Many Smaller Meetings This program is the result of ex-
ploration into the reasons for surpluses and shortages in world food
supply, and is expected to contain provisions for preventing the re-
currence of such conditions. In the currence of such conditions. In the
meantime, committees of the or-
ganization have been holding meetganization have been holding meet-
ings in various European cities on
such in ings in various European cities on
such questions as diet, nutritional
goal, possible changes in producgoal, possible changes in produc-
tion to meet the goal, a current
appraisal of the food situation in all the countries of the world, eco-
nomics and statistics, forestry and
agricultural production and research. Reports on these various
phases of the agricultural picture
will be presented to the meeting tion. leaders here are con-
Farm le vinced that the future of Ameri-
can agriculture is closely bound with world agriculture, and that
never again can the United States
der
of isolation. agricultural market is
so sensitive that it will be gov-
erned largely by world agricultural
production, prices and distribu-
tion. No longer can our expanded
production depend upon the domes-
production depend upon the domes-
tic market for consumption.
Seventy countries are now mem-
bers of the FAO and two new coun-
tries, Italy and Switzerland, are
expected to apply for membership
expected to apply for membership
at the Copenhagen meeting.
In connection with the
In connection with the economics
and statistics report, it might be
well to consider the recent report well the consider the recent report
of the bune of econics of the agriculture department, supple-
mented by findings of the Federal Reserve board, to the effect that
some 32 million families in this country still are earning less than
$\$ 3,000$ per year. If that figure is $\$ 3,00$ in this country, and it un-
true in
doubtedly is, think what the meager income must be of untold
millions of families of the rest of the world.
Most People Have Little Despite the fact that the Ameri
can people have saving of some
thing like 81 billion dollars in bank deposits, currency and
government bonds $\ldots$ yet 70 per cent of the American people have
little or nothing saved for the in-
evitable rainy day... the saving evitable rainy day in the upper in-
being concentrated in the people who
come brackets. . the take in $\$ 10,000$ or more a year, and
who were well off before the war. So the war, which poured hun-
dreds of billions of dollars into the pockets
sill left the country with people,
line still eft tide country with as it was
come divided just about as
before the war. What then must

be the plight of European and Asi| be the plight of European and Asi- |
| :--- |
| atic countries? |
| So distribution, surplus and price | So distribution, surplus and price

too, at this important meeting of FAO will be one of the major fac-
tors to be discussed in any long tors to be discussed program. in
range aricultural prent
which feeding of the world's population is the most essential job be-
fore the organization.

NEEDLEWORK PATTERNS
Fruit Designs to Cross-Stitch

|  |  |
| :---: | :---: |
|  | SEWING CIRCLE NEEDLEWORK Enclose 20 cents for Pattern. <br> No. $\qquad$ <br> Name |
| tuesday | Runners' Heart |
| WEDNESDAY | Most great distance runner have made their records becaus their bodies had unique functiona |
|  | beat slower than the normal rate. |
|  | For instance, Glenn Cunningham's heartbeat is usually around 49, |
| $1$ | Gunder Hagg's 47, Paavo Nurmi' 45 and Leslie MacMitchell's 40. |
|  | (40) Mrato |
| satupaiar | Koin MAKES 10 $\begin{aligned} & \text { KOOLAD MAKES } 10 \text { INKS! } \\ & \text { Ti BIG DRI } \end{aligned}$ |
| stitch-big pears, strawberries, ba- | - वunhrom MOWER |
| nanas, orainges, apples, plums and |  |
| cherries in lovely shaded effects | ${ }^{\text {nne }}$ |
| tea towels, for kitchen break- |  |
| fast and luncheon cloths, for plac |  |



Fresh active yeast goes right to work! No lost action-no extra steps. Helps give sweeter, tastier bread flavor-light, smooth texture-perfect freshness! IF YOU BAKE AT HOME-always use Feischmann's active, fresh Yeast with the familiar yellow label. Dependable for more than Alamypfearh -atyon yoceci



## ALUMINUM METAL ROOFS

Shipment Just Received $\$ 12.00$ per square

IMMEDIATE DELIVERY ON QUO NSET HUTS--20-24-40's

Nunn Hardware EAST TAWAS

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Farmers plant Dekalb
than any other Hybrid

Fred C. Latter

WHITTEMORE

## FORD V-8 MOTORS

## Removed Rebuilt Degreased Repainted and Installed <br> $\$ 49.50$ <br> PLUS PARTS

## G \& H Motor Sales


ontumiaw ox
KEISER DRUG STORE



NOW, MORE THAN EVER BEFORE

## THE ARMY HAS A GOOD JOB FOR YOU!

NON-COMMISSIONED GRADES NOW OFFERED TO FORMER ARMY OCCUPATIONAL SPECIALISTS
 Veterans discharged on or after May 12 1945, $\mathbf{x}$.cemen or reenlist for 3 years may be enlisted in the non-commissioned grade for which qualified, provided this grade is not higher
than that held at time of discharge, and provided that at least 6 months of former service was in one of 400 designated military Imiportant interesting ibs ellse int is now desird Important, interesting jobs are open in hundreds of skills
and trades in the Army, with splendid training and educational advantages! These are in addition to free food, housing, cloth ing, medical and dental care, low-cost insurance.
There's adventure, travel, education, a secure and profitable
future in this vital, real istic profession. Get full details at your nearest Army Recruiting Station.




With this summer's record-breaking periods are from 10 A.M. to noon, and load on Long Distance lines and 7 to 9 P.M.* By avoiding those hours switchboards, smart telephone users in resort areas keep watch on the time they place their calls.
At certain times of day it may be impossible to put your Long Distance call through promptly. The peak
whenever you can, you help improve service in general. The length of your calls is something to watch, too. Please try to keep them as brief as possible. Thanks a lot!


TURNING POINT
By Mary Imlay Taylor




Woman's World
Economize on Clothing Budget By Making Youngster's Garments


Any girl who is handy with a
needile can make this jumper, a
Deren


## Fashion Forecast

|  |  |
| :---: | :---: |
|  | 研 |
| bray dress that is so easy to laun- |  |
| le | want something a little more vivid |
| made with touches of ric rac, saucy |  |
| shoulder tucks and full gathered |  |
| ree-piece suit offers infnite | $\begin{aligned} & \text { For } \\ & \text { teen } \end{aligned}$ |



## For pipe or roiling-there's no other tobacco

 like PRINCE ALBERT!


## Mहाँच <br> 



DHE NLMONAL jor sMOK



## For the

## Schoolgirl

Try our "Tepid" permanent. Does not dry or over process the hair Gives a soft permanent with a tight ringlet Phone 152R

Marcella Beauty Shop

## LAKE HURON PLAYHOUSE

 ANNOUNCES LAST SHOWING OF"GOOD-BYE AGAIN" Tonight (Friday) and Sunday, Sept I 8:30 P. M. PRICE $\$ 1.00$ plus tax

| A | mr of R |
| :---: | :---: |
|  | SUNDAY and MONDAY |
| Annanncing... |  |
| The Re-opening of the | "the virginian" |
| tawas city recreation |  |
| Friday, AUGUST 30 |  |
| ERYTHING COMPLETELY |  |
| EVERYTHING COMPLETELY AND DIFFERENT | mat |
| NEW Brunsw |  |
| Brand New Soda Founta | 'roys Ranch |
| Brand New Soda Fountain | mubsix mem mamin |
| ALL KINDS OF BOWLING SHOES Order Bowling Balls NOW |  |
|  | The runat |
| Before Season Opens |  |
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| Soly |  |
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Emanuel Lutheran Church y, September $1-1$ a.
00 a. English
arvices with Communion.
the newly called teacher, Mr.
$t$ Mueller will not arrive un-


## day dinner guest of Mrs. Henry meer Smith.

## Complete. ..

Line of TRUCK TIRES and TUBES
Paull Dean, Pastor.
10:00 A. M. Morning Worship.
HEMLOCK NOAD BAPTIST
1:00 A. M.
COMMUNITY CHURCH
:OO P.M. Church Services
RENO BAPTITT CHURCH
Clem Stephan; Mgr
Hugo Groff; Prop
GENERAL REPAIRING

On All Makes of Cars
In Our Modernly Equipped Garage
That Good Gulf Service
Humphrey Motor Sales
TAWAS CITY

## New Material RECEIVED

## Methodist Churches

 Lewin, PastoTawas City
lay, September 1 -
:00 A. M. Morning W

 | Perintendent. |
| :--- |
| East Tawas | S. Sepenber 1 .

Church School.

Standings
Noxiheasiern Michigan Leasue

Muffin Tins, large
Cake Tins, all sizes Jello Molds

Angel Cake Tins, ssire
Pię Tins, All Sizes Square Loaf Pans

Dish Drainers. Wire and Rubber Covered Curtain Rods Single and Double Bean Pots, 2 sizes Paring Knives

