Bunk Wood Retains Twp. Trusteeship by 1 Vote Ted Kraus Loses to Don Smith-for Constable

The Weidman Messenger

VOL. XV, NO. 5

Weidman, Mich. 48893

Thursday, August 10, 1978

35¢ рег сору

Editor's Column

By Connie

HOW TO TAKE OUT ADS AND NOT HAVE THEM PAY

In 1948 Allys, Paul and Connie Roe bought the Middleville Sun, a weekly paper in a town of about 1,200, with two factories and a more or less decent business street.

After Paul Roe died in 1950, it fell to Connie (strictly a newsperson) to "get the ads" for the

There was a hardware-store man who weekly drove me to despair.

"WellII," he'd drawl, "I have not had good response from my ads in your paper, but we might try once more. Let's see if we can move some of these cats and dogs that've been sitting on my

(Continued on Back Page)



THE FIREMEN'S ANNUAL BASH--Was held Sunday at the newly rebuilt Fire Hall in Weidman, with about 50 Firemen and their wives, and the Supervisors of Sherman and Nottawa Townships and their wives attending for the steak fry the Firemen treat themselves to once a year with money they earn themselves at their annual Firemen's Auction in April.

FLOWER FAMILY REUNION HELD SUNDAY IN WEIDMAN

The Flower family reunion was held Sunday at the home of Dan and Nina (Flower) Carrick.

Twenty-two members of the family, descendants of David and Amanda Flower, enjoyed potluck dinner on the lawn.

Family members were present from Mt. Pleasant, Lansing, and Weidman.

They all enjoyed a lovely day and the annual get-together of the families.

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Local Items

Louise Welch, Ella O'Neill and Grace Ryan, all former instructors at CMU, were last Tuesday evening visitors of Frances Tranbarger. They viewed her paintings, admired her dog (from the Humane Society's death row), and ordered the spectacular Gloriosa daisies from her greenhouse for next spring.



Here's Fire Chief Spike Branson--And his wife, Pauline, who is darn near as important as any Fireman on the team. All the Firemen's wives deserve our gratitude; for they bail out of bed when that old sireen lets go at 3 a.m., scram a cup of hot coffee for The Man, see him off, keep the kids safe and quiet-

ed down, and generally assist the Firemen. They run down to the Fire Hall in the middle of the night when their men are out on a call, and brew gallons of hot coffee and take to them at the scene of the fire. All this besides keeping the home fires burning (safely), and the kids under control.

JOHN L. FOREST ENJOYS UPPER PENINSULA VACATION

John L. Forest returned last week from his annual vacation trip, this time through the Upper Peninsula of Michigan.

He especially enjoyed his visits at Tahquamenon Falls, Copper Harbor and the Brockway Mountain Drive, with many scenery sights.

He also enjoyed Lake of the Clouds in the Porcupine Mountains near Ontonagon, with special attention to its lovely scenery.

He covered 1,482 miles in four days, but had a wonderful week, he reports.

He liked Ironwood, the farthest point west in Michigan. He was interested in the city of White Pine, a planned community with plazas in every conceivable area. The White Pine Mining Company is the town's sole employer, in its iron mine.

Ironwood is the farthest west

town in Michigan. At Little Girl's Point on Lake Superior near Ironwood is a picnic site, and rocks on the beach, John reports. Little Girl's Point is closer to North Dakota than it is to Detroit, 556 miles to Bismarck, N.D., and 594 miles to Detroit. Detroit to St. Louis, Nashville and Washington, D.C., are gloser.

He visited Fayette State Park, with its ghost town; also Kitch-iti-ki-pi, or Big Spring, State Park, with its pure waters.

At Sault Ste Marie he saw the big rain in northern Michigan. Local residents said they'd had too much rain there.

"I wished we had some of the rain they didn't want," he said.

---0---

Mrs. Elizabeth Neubecker has received word that her son, Edward, has been elected president of the Civil Service Commission for the City of Milwaukee.

Editor's Column

By Connie

(Continued from Back Page)

meet the public (and the public is composed of all stages of humanity, from intelligent to just plain awful) with patience and a smile.

So--cracked skin on the face can be repaired. Offended lookers in a store cannot be lured back to buy.

And cats and dogs will not move even if advertised on Walter Cronkite's Evening News segment. Earl Oplingers last week. End of lecture on advertising. ---0---

Mr. and Mrs. Bernard Pitts are spending a week's vacation at Hillsboro, Ohio, at a Christian camp.

Glenn Touchinski and wife and family of Marquette spent a couple of days with his brother and family, the Richard Touchinskis. They all planned to visit Cedar Point this week.

Around Horr

Jessie Rosencrantz, Reporter

Mr. and Mrs. Ed Oplinger took her parents, the Ervin Dutchers, Jr., to the Edmore Supper Club Saturday evening, to celebrate their wedding anniversary.

Bob Thompson and Jim Strong spent four days in Canada, fishing. Bill Thompson spent the weekend at home.

Mr. and Mrs. Earl Oplinger attended the Nottawa and Sherman Township Volunteer Firemens' steak fry at Weidman Sunday.

Monty Pridgeon and son of North Carolina called on the

Mr. and Mrs. Gerald Dent returned home last Tuesday evening from a two month's vacation in Idaho and Alaska. They spent two weeks with Mrs. Annetta Bellows and Mr. and Mrs. Donley Grant in Idaho, then went on to Alaska. Harry Dent and sons were Friday supper guests of his

Mr. and Mrs. Chuck Roberts and Judy and Tom, and his girl friend, spent the weekend with her folks. Mr. and Mrs. Lynn Johnson and family were Sunday supper guests. Gerald and Mabel attended the picnic at the Sherman City Church Sunday.

Mrs. Nettie Lawrence called on her sister, Mrs. Myrl Scott, Sunday.

Mr. and Mrs. Mack Denslow attended the picnic at the Sherman City Church Sunday.

Mrs. Leah Scharrer, Mrs. Hattie Losey and Jessie Rosencrantz spent Wednesday afternoon with Mrs. Violet Oplinger.

Charles Fahnestock visited his doctor Monday. He suffered a blood clot in the leg last week.

Mr. and Mrs. Gerald Dent called on the Pat Dillenbecks Wednesday, and the Darrell Kirvans Sunday.

Mr. and Mrs. Elwood Miller called on his mother Thursday afternoon. Debbie and Terri Touchinski spent from Tuesday through Thursday with their grandparents. The Millers and the girls attended the picnic at the Sherman City Church Sunday, and in the evening they called on the Eldon Bellows'.

Rick Wood and Mrs. Flora Wood were Sunday guests at the Pete Wood home. Mr. and Mrs. Phil Greenway were Saturday afternoon callers.

Harold Losey was a Sunday caller at the home of his mother. Nancy Losey, Mr. and Mrs. Gerald Losey, and Jason Chapman were Sunday evening callers.

Mr. and Mrs. Theron Merrihew took ice cream and cake to Mrs. Hattie Losey Monday evening to celebrate the 28th wedding anniversary of Gerald and Marilyn Losey, and my 88th birth-day. Other guests were Mr. and Mrs. Harold Losey and Ron, Mr. and Mrs. Dan Lorenz and Dannie and Traci, Gary and Patti Losey.

Mrs. Hattie Losey and I were Sunday dinner guests at the Theron Merrihew home. Other guests were Mr. and Mrs. Chuck Tiedeman and Christine and Cheryl, and Mrs. Liz Tiedeman.

---0---

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Weidman Messenger

Weidman, Michigan

EDITOR AND PUBLISHER: Constance Skinner. Tel. 644-2000, Weidman. Address, 6298 Airline Road, Weidman, Mich. 48893.

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week of April, and the Christmas and New Year's editions
are combined.

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WANT AD RATES: 75 cents per weck, unless very long. Over 1 inch in length, regular advertising rates. Cards of Thanks \$2.50, unless very long.

FOR SALE BY OWNER--Two bedroom mobile home on Lake Isabella. Excellent condition, immediate possession. Tel. 875-2194 or 875-4134.

Aug. 3t3

HELP WANTED--In Isabella and Gratiot Counties; extra money for you--must be over 60 years with low income. Spend four hours a day with youngsters. Call Commission on Aging, ph. 772-0911, ext. 216. Foster Grandparents.

June 8tf

HUGE GARAGE SALE--Thursday, Aug. 10, and Friday, Aug. 11, 9 a.m.-5 p.m. Special: Fill a bag for a dollar. One mile nort north, two miles west of Beal City, or corner of Weidman and Littlefield Roads. Sponsored by Michigan Right to Life. Aug. 10t1

FOR SALE--12x24.4 gold carpet, very good condition. \$125.00. Tel. 644-3694.

Aug. 10t1

Rick and Mary Abbott have been enjoying leave from his military duties in Greece, visiting his parents, the Wayne Abbotts and the Walter Grahams. Her sister, Diane Graham, was married while they were here.

AREA BINGO

B-1-N-G-0

WEIDMAN BUSINESS ASSOCIATION

1/2 MILE SOUTH OF WEIDMAN On Coldwater Road Every Wednesday Night, 6.30 p.m. till 11 p.m.

Feb. 10, 79p

B-I-N-G-O
Joint Temple Association
413 Coker Drive
Every Saturday Night
6:30 P.M.

9 Aug. 78p

Obituary

RALPH JOHN MELINOWSKI, JR. Ralph John Melinowski, Jr., of rural Stanton, died Thursday, Aug. 3, at the Grand Rapids Osteopathic Hospital. He was 32.

He was born Feb. 23, 1946, in Mt. Pleasant, and grew up in the Weidman area.

He is survived by his wife, Donna (Kent); three children, all at home: Karen, Tammy, and Ralph IV.

He is also survived by his parents, Mr. and Mrs. Ralph J. Melinowski, of Weidman.

Also two brothers and three sisters: Ted Melinowski of Utica, Mich., Marty of Weidman, Mrs. Doris Van Buskirk of Farwell, Mrs. Chris Hunt and Mrs. Kathy Munn, both of Weidman.

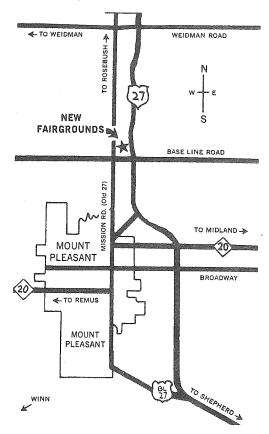
Funeral services were held Sunday at the Stebbins Funeral Home in Edmore, with Rev. Marvin Eldridge of the Weidman Baptist Church officiating. Burial was in the Bennett Cemetery. Expiration of your subscription date appears each week beside your address.



THE PEACEFUL INTERIOR -- Of the Sherman City Church was enjoyed by those who were present to enjoy a pot-luck picnic dinner and hear details of the church's progress from a tumble-down ruin to the present pretty little white church. There's some work yet to be done, but leaders of the renovation committees are optimistic that money will be raised somehow for new ceiling tiles (steel, embossed, very fancy), preservative coating on the new roof shingles, and more.

Messenger photo

All Roads Lead To The New Isabella County Fair!



S. W. Sherman

Mabel Chaffee, Reporter

Mr. and Mrs. Harold Secord of Holt were Friday guests of the Clayton Dutchers. Jim Dutcher and children were also visitors.

Clayton and Goldie enjoyed a cookout at the Gary Dutchers' Sunday evening.

Pat Kurtz returned home Friday, after spending two weeks in Lansing, visiting her parents, the Frank Goodriches.

Jeanine Bauw and daughter, Robyn, of Grand Rapids were guests of Mabel Chaffee last week. They spent four days enjoying the scenic views of Upper Michigan, took the boat rides through the locks, ate the famous fudge, and snapped photos of the beautiful flowers at the Soo.

Oren Sheldon spent Wednesday night with his son, Pat, at Cheboygan, returning home Thurs-

day.
Mr. and Mrs. Howard Beutler took their daughter, Laurel to Lake Louise Sunday, where she will spend the week at the Methodist Church Camp. The Beutlers enjoyed a picnic dinner en route.

The Carl, Howard and Jim Beutler families and Claribel Beutler enjoyed cake and ice cream last Thursday evening at the home of Jeanette Johnston in Rosebush, honoring Howard Beutler's birthday. His 39th, we presume.

The Drew Busy Bees will meet Thursday with a pot-luck luncheon at the lovely home of Margie Denslow.

Mike Knipfer and daughters of Big Rapids were Friday evening callers of Pat Kurtz.

Patty Dutcher returned home Friday, after spending a week with relatives in Davison.

Many from this area attended the Barryton Homecoming Saturday.

Irene Dutcher is now at her home in Breckenridge, doing as well as can be expected after suffering a stroke three weeks ago. She would love cards to cheer her during her convalescence. The sun will shine again, Irene, our thoughts and prayers are with you!

Pat Kurtz and Mabel Chaffee visited Claribel Collins at Mecosta Sunday, and took her out to dinner.

Mr. and Mrs. Carl Fitzgerald were Sunday guests of the Ralph Woodins of Midland.

Catherine Hoffman and Margaret Jones of California spent several days with the Fitzgeralds last week

Mr. and Mrs. Eddie Oplinger took their parents, the Ervin Dutchers, Jr., out to dinner Sunday, honoring their 32nd wedding anniversary. Happy Anniversary, Ronny and Ervin!

Mr. and Mrs. Monroe Dutcher of Clarkston and the Don Harshmans of Coldwater Lake were

Friday evening guests of the Dutchers.

Mr. and Mrs. Bill Maeder and

Mark visited the Harry Gatehouses Sunday. Roderick Nicholson visited Harry and Bea Wednesday evening.

The Carl Fitzgeralds visited Rose Daniels of Mecosta Thursday afternoon.

Linda Dutcher and small sons visited the Ervin Dutchers, Jr., Sunday evening.

Mr. and Mrs. Dale Gatehouse spent the weekend in Detroit, enjoying the ball games.

the Churches

WEIDMAN BAPTIST CHURCH (1 Mile West of Weidman) Pastor: Marvin Eldridge. Ph. 644-3504.

Sunday School, 10 a.m. Morning Service, 11 a.m.

(Jr. Church and Nursery provided.)

Evening service, 7 p.m. Prayer Meeting Wednesday, 7 p.m.

Aug. 13: "The Grow Family Singers" will be at our church at 7 p.m. Everyone is invited.

CHURCH OF THE NAZARENE

1/4 mile south of Weidman School, corner of Coldwater and Weidman Roads.

Richard Wadsworth, Pastor, ph. 644-3604.

Sunday School, 10 a.m.
Morning Worship, 11 a.m.
Youth Service, 6.15 p.m.
Evening Worship, 7 p.m.
Prayer Meeting (Wednesday),
7.30 p.m.

GILMORE CHURCH OF CHRIST Corner Coleman and Vandecar Roads, Gilmore Township. George Getchel, minister. Ph. 588-9731.

Morning Worship, 9.30 a.m. Bible School, 10.45 a.m. Evening Worship, 7 p.m.

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PASTE THIS NUMBER IN YOUR TELEPHONE DIRECTORY. IT MAY HELP US KEEP IN TOUCH.





No, we didn't get an unlisted number, or have our phone disconnected. We're in the phone book--guess what!--under Flower Shop The. That's right, Flower Shop The.



We used to be in the Yellow Pages, but that didn't help. We were listed: Flower Shop The, Wdmn. Students at CMU didn't know where Wdmn was, and they'd often call us, asking if we'd deliver a corsage or some roses at a college address, and we'd say No. It was a waste of their time and ours. We cancelled our Yellow Pages listing.



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Beal City

Dora Smith, Reporter



SISTER M. JOSINE (SCHAFER An Open House will be held at the K. of C. Hall in Beal City Sunday afternoon from 2 to 4 p. m., honoring Sister M. Josine Schafer, daughter of Mr. and Mrs. Isadore Schafer.

Sister Josine attended the Beal City Schools, finishing schooling in Grand Rapids.

She has many relatives and friends around this area. All are cordially invited to attend her Open House.

Mr. and Mrs. Jim Gould and family of Wisconsin called on Mr. and Mrs. Fred Gould and family Thursday afternoon.

Vern Hoag was married Friday evening, with a reception later at the K. of C. Hall.

The Pohl reunion was held last Sunday at Island Park.

Denny Pung is in CMC Hospital, after suffering an injury.

Mr. and Mrs. Don Rau and family of Lansing camped at Coldwater Lake over the weekend.

Mr. and Mrs. Lindy Swan are the proud parents of a baby boy, born last Wednesday.

The Rau reunion was held Sunday at the home of Mr. and Mrs. Ted Brownlee in Sanford.

Rose Kremsreiter is home from CMC Hospital.

Mr. and Mrs. Richard Pohl's children from California arrived home Thursday evening.

A wedding shower was held last Tuesday evening for Janice Pung, at the home of Mrs. Gloria Pung.

Elaine Simmer of Reed City called on Anne Smith and Dora Smith last Sunday.

Heather Jones spent the week with Mr. and Mrs. Steve Pung.

Ruth Ann Sherlock and daughter of Traverse City spent the weekend at the Ed Schafer home at Coldwater Lake.

Tillie Schafer spent Sunday at the Bob Schafer home. Mr. and Mrs. Milo Eldred of Winn called on her Friday evening.

Mr. and Mrs. Norman Schafer of Shepherd spent Sunday with Louise Schafer.

The Old Car Club are taking their vintage treasures to various

celebrations to show the prized autos. They'll be nearly all over the state, during the next couple of weeks.

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tion appears each week beside your address.

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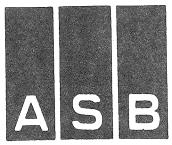
STATEMENT EVERY MONTH....OR

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THE NON-DENOMINATIONAL CHURCH OF SHERMAN CITY-is alive and well. About 50 enthusiasts gathered there Sunday for a picnic dinner, and everyone had a grand time. Everyone took his own chair, table, and something for a potluck picnic dinner. Ye Ed overate, as you might imagine but was it good!



GROUNDS AROUND THE CHURCH--are scrupulously kept and mowed, and the effect is a huge green lawn stretching over what looks like a quarter of an acre. Those people work hard.

Messenger photos

will have a preacher, and more

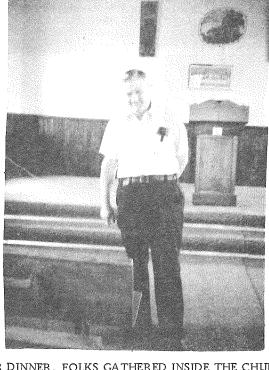
Eldon Bellows, chairman of finances for the church, announced there will be a dance at the Brinton Township Hall in the near future. Money is needed to buy the ceiling material and the preservative for the roof shingles. All the work done on the church has been accomplished by donated labor and donations of money.

An ancient reed pump organ stands in the vestibule of the church. It's covered with piano style material, but it has the organ (foot-pump) bellows, and it sounds good.

Frances Tranbarger tried it out, during an interim before the last program, and it was decided it could be repaired and used. It has a nice tone.

Its bellows will have to be repaired or replaced, and just a very few of its keys are slightly out of tune. (Oh, well, we've heard church organs farther out of tune than that!)

One of these days, the Sherman City Nondenominational Church

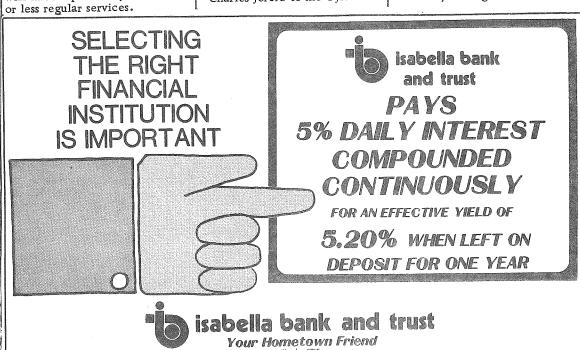


AFTER DINNER, FOLKS GATHERED INSIDE THE CHURCHTO hear Gerald Dent, president of the Sherman City Non-Denominational Church Association, give a report on what's been done (plenty!) and what still has to be accomplished. GERALD DENT IS THE PERFECT HOST--And Master of Ceremonies. He related all the back-breaking work done on restoring the historic old building (now a beautiful little white-painted church), and what's still to be done. New ceiling material must be purchased (it's of steel ornamental squares and is quite damaged) though some of the old squares can be salvaged. The floor must be sanded and varnished; the raw cedar shingles, fresh from cedar trees last summer, must be given a coat of preservative material; and the carpet must be fastened to the floor, among other details. Gerald led the short meeting inside the church after dinner, with his usual grace and good humor.

Meanwhile, it is usable for weddings, funerals, and family gatherings, besides such celebrations as Sunday's picnic dinner.

Charles Jerore of the Ojibwa

Recreation Area escaped injury last Friday when his car went out of control and hit a deep hole in the road, on the Winn Road south of the Beal City Road. The car was badly damaged.



Brinton News

Frances Beck, Reporter

Mr. and Mrs. Larry Strang attended the 20th reunion of their graduating class from the Barryton High School, at Merrill Lake

near Barryton, over the weekend Mr. and Mrs. Gilbert Moon of Battle Creek called on me Saturday. They also called on their aunt, Lillie Maddox, at Lake Thirteen.

Eunice La Lone and I called on Lily Maddox at Lake Thirteen Friday evening. We also called on Mr. and Mrs. Owen Pettengill at Crooked Lake.

ed a flea market at Trufant, Fri-

Mr. and Mrs. Mike Fields and daughter, Chris, called on their uncle, Tony Bartley, Saturday. Mr. and Mrs. David Livermore

spent from Tuesday till Friday with their brother, Donald Livermore, at Shingleton, Mich., in the Upper Peninsula.

Mr. and Mrs. Pete Wright left Friday night for New York, and picked up their granddaughter, Mickey Slupe. They returned home Sunday night.

Joyce Geasler was among those attending the first annual picnic at the Sheeman City Church Sunday.

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NEWS NOTES Mr. and Mrs. James Baade of Denver, Colo., spent last Tues-

WATER PUMPS

day over night with their aunt, Lela Whearett, and uncle, Donald Clark.

Mr. and Mrs. Jim Harris of Howard City were Saturday afternoon and evening guests of Mr. and Mrs. Carl Embrey.

Mr. and Mrs. Richard Donley and children are on a vacation trip through the Eastern states. They planned to visit Bruce Middlesworth at Laurel, Md.

Mr. and Mrs. Alan Winstanley of Liverpool, England, are spending two weeks with their brothe -in-law and sister, Mr. and Mrs. Harland Snider, and family. Mrs. Snider brought them to call on the Messenger gal Monday eve-Mr. and Mrs. Lyle Tower attending. The Sniders are showing their English relatives the State of Michigan, including the Upper Peninsula.

> Greg Allen brought Ye Ed and Frances Tranbarger two gorgeous blooms of his Jamboree lily, a startling rose-cerise large bloom, Monday evening. Greg says his Jamboree lily plant is a hardy bulb, and this year has 20 of the huge bright blooms on it. Greg will begin his second year this fall at Michigan State on a horticulture four-year course. ---0---

BEAL CITY CARD PLAYERS HAVE 17 TABLES AT PARTY

At their regular card party last Thursday, the Beal City senior citizens had 17 tables of pepper

Irene Hauck won first prize for the ladies, with Tillie Žuker second and Vi Schleicher low.

The piston-type model, with a 33-foot vertical lift capability, is designed for pumping water from a well. The diaphragm model, designed to pump from a pond or HOME stream, offers a 13-foot lift over a maximum horizontal distance of

For more information, contact Solargy Corporation, 17914 E. Warren Avenue, Detroit, Michigan 48224.

'Gras growers OK checkoff

ichigan asparagus growers have approved an assessment program that will provide funds hone 967-3464, Remus Solargy Corporation introduces a for research, advertising, propair of small wind-powered water motion to expand markets, andmarket information.

The referendum was conducted Both models have a 50-inch The referendum was conducted rotor with two self-feathering by the Michigan Department of blades and can operate with Agriculture and the assessment to blades and can operate with finance the program will not exwinds as low as 3 mph. A 7-mph finance the program will not exwind provides a pumping ceed one-half cent per pound, accapacity of 30 gallons per hour cording to B. Dale Ball, MDA

For the men, Isadore Schafer won first prize, with William Martin second and Herman Grinzinger low.

Irene Smith won the pepper prize. Dorothy Streng won the door prize.

Refreshments of coffee and cookies were served.

The next card party at the K. C. Hall in Beal City will be Thursday afternoon, Aug. 17.

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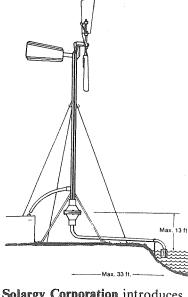
Crittenden **Funeral Home**



BEAL CITY BORON

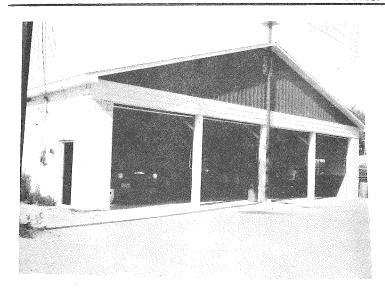
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pumps.

capacity of 30 gallons per hour, director. the company claims.



THE "NEW" FIRE HALL IN WEIDMAN--After extensive remodeling and renovation accomplished with some hired professionals and much elbow-grease by the Firemen themselves. It's all complete except for some minor painting (done without pay by the Firemen) some electrical wiring, and insulation. Remodeling has cost about \$18,000, but it was well worth it, we feel. The old flat roof always leaked, on everything inside including the fire trucks; the doors became too narrow to back the big new trucks in after fire runs without extensive time put in by Firemen assisting drivers on backing, and at that it was a paper-thin fit. Now the trucks can back inside easily, ready to dash out those great big doors and rush to any fire. Firemen, at one time during the rebuilding of the Fire Hall, put in five Sundays on free, donated labor; Bill Stevens of Beal City moved the standing water tank to its new position with his big logging truck (assisted by Firemen, of course). Many from the public sector also donated work on the new building, which made the Firemen happy, you may be sure. Spike Branson, Fire Chief, says he wants to thank them all personally for the hard and grubby work they've gone

AUGTION SALE

Saturday, AUGUST

Weidman United Methodist Church

ANNUAL AUCTION SALE AND BAKE SALE

ELEPHANT SALE AND RUMMAGE

AT THE CHURCH PARKING LOT

10 A.M.

Auction will include Household Furniture, Appliances, Cooking Utensils and Dishes, as well as Lawn and Garden Tools and Miscellaneous Articles. Donations are solicited. Call 644-3479 or 744-2448 for pickup. LUNCH SERVED during the sale

through this summer to give the area a Fire Hall we can be proud of. Now the Fire Hall, remodeled inside as well as out, is roomy, and of course it's kept spick and span by the Firemen--at no charge to the public. Messenger photos

Editor's Column

By Connie (Continued from Page 1)

shelves for five or six years." "You can't move cats and dogs," I'd tell him, "unless you lay 'em out on display, special, at prices less than cost--and then it's a toss-up whether you'll move anything or not, if it's cats and dogs that've been on your shelves for years."

"But a newspaper's supposed to sell merchandise advertised, isn't

it?" he'd argue.

Again and again I gave him the same old lecture: "If you want ad-that smiling business eons ago. vertising to pay, you've got to have something to sell that people want. At a price that'll make them want to buy it right now!

"Also, you've got to welcome customers--ALL customers--even the pesky pawer-overs and the

turn-up-the-nose snobs," I added.
"I'll try it once more," he'd promise: And proceed to list an interminable line of has-beens gathering dust on his shelves and expect "the paper to sell them".

It can't be done, by ANY publication. Cats and dogs are a merchant's disasters that didn't sell, and that sit on the shelves year after year gathering dust.

And you have to smile at all customers and lookers-arounders, if it cracks your face. Often it cracks your face; but if you're a real merchant, you smile, and repair the displays after the tearer-uppers leave the store.

The Roe family found out about (Accounts for our funny faces: They got cracked--many times-in the courses of our careers.)

But, if you expect to run a successful business, you've got to

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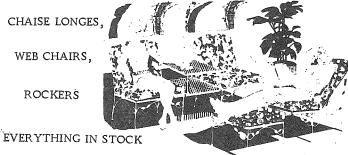
ALL SUMMER

Outdoor Furniture 25% OFF

CHAISE LONGES,

WEB CHAIRS,

ROCKERS



25% off

YOUR HOME OWNED STORE IN WEIDMAN

"Everything For The Home"

DOWNTOWN WEIDMAN



HOURS: Daily 9-5:30 Friday 9-8:30

