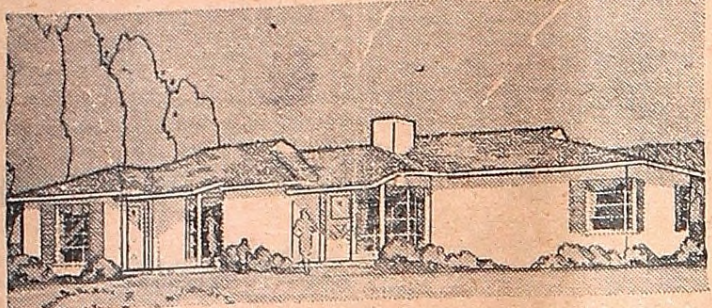


New Copperheat

ALL COPPER HEATING SYSTEM



Today's Biggest Heating Value for New or Old Homes, with or without Basements. Ideal for Ranch Type Homes.

COPPERHEAT OFFERS . . . USE WITH OIL OR BOTTLE GAS
 Low-cost heating for ranch type homes. All Copper life-time Heating system. Heat at floor level in 30 to 60 seconds. High overall efficiency and economy. For more information on this heating system. See—

Shore Heating

Tawas City COWAN MOTOR SALES Phone 687
 PAUL SOBISH, REPRESENTATIVE FOR IOSCO COUNTY

The Tawas Herald

Entered at the Tawas City Post-office July 12, 1884, as Second Class Matter. Under Act of March 1, 1879.

P. N. THORNTON, Publisher

Social Security Man Here May 17

Old-age and survivors insurance is a system of old-age retirement insurance which provides monthly payments for the insured worker when he quits working—at 65 or after, and for his wife when she becomes 65. It is a system of family life insurance which provides monthly payments, if the father should die, for his widow and young children up to the age of 18, and, in some cases, for his aged parents.

To qualify for a retirement benefit it is necessary for the worker to be at least 65 years of age, fully insured, and have filed an application. Then benefits are paid to him for every month for the rest of his life time except those months in which he works on a job coming under social security and earns more than \$14.99.

Persons applying for the old-age insurance or for the survivors insurance should not delay in contacting a representative of the Social Security Administration. Benefits are retroactive for only three months and a long delay in filing may cause a loss of payments.

A representative of the Bay City office of the Social Security Administration will be at the Post Office in East Tawas on Wednesday, May 17, at 1:00 p. m. At this time he will take applications for the old-age and survivors insurance and conduct any other business in connection with this federal insurance plan.

4-H Club Sunday Observed May 14

Three million young men and women in America attend the church of their choice this Sunday in observance of 4-H Club Sunday. This year our 4-H Sunday joins Mother's Day in making this a day of "double" worship. We can be grateful to God for our mothers' and their untiring efforts in helping us to be better citizens of this great land of ours—America. We can be thankful that we are able to voluntarily join a 4-H Club to take part in its many activities. Let us be thankful that we have local leaders interested in us to help us learn how to make the best better.

We are all blind until we see. That in the human plan Nothing is worth the making If it does not make the man. Why build these cities glorious If men unguided go? In vain we build the world, Unless the builder also grows. Edwin Markham.

X-Ray Telescope

Basic development of an x-ray telescope that will give physicians up to 500 times clearer view of their patients' internal organs in living action was described as potentially the greatest advance in x-ray diagnosis since these rays first were put to medical use. The increase in the brightness of the image is achieved through a unique electrostatic lens.

For sound human relations advice...
 KATHLEEN NORRIS The YOGSIO Club
 KATHLEEN NORRIS Mother's Tragedy
 KATHLEEN NORRIS We'll To Them
 ...Read "KATHLEEN NORRIS" ...this paper has it!

WE KNOW OUR OIL—and GAS too!
 HI-SPEED Gas and oil are carefully refined to make your car operate smoother and more efficiently.
 TIRES .. BATTERIES

TOM'S HI-SPEED SERVICE
 TAWAS CITY



Jack Bronson, standing, of Arnold Bronson Motor Sales, Tawas City, is shown above with H. B. Heberling, Assistant General Sales Manager of Plymouth Motor Corp., during the six week indoctrination course in the Chrysler Corporation's 19th Retail Dealer's Sons Conference. Bronson is one of 25 Dealer's representatives from all

Come to the Fair

By all means "Come to the Fair." Fun for everyone young and old is assured so don't miss it. If for no other reason, come in and browse and examine the various articles available. You can't lose, in fact you may find something you've been looking for for your home or family. There is no admission charge so you're free to come and go as you choose. The Fair will start Friday, May 12 at 7:00 P. M. and again on Saturday, May 13, at 2:00 P. M. Bring the whole family, they'll all have a good time and the Young Women's League is doing its utmost to assure you of an interesting Fair. So again we say, "By all means Come to the Fair."

County Joins in Drive Against Unsafe Vehicles

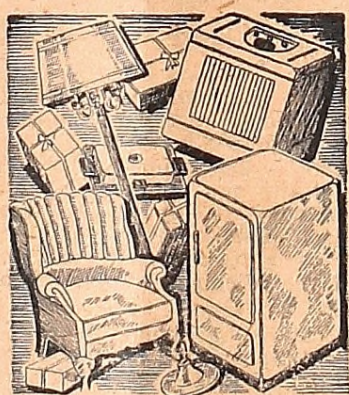
Sheriff Ivan O'Farrell today announced that the County of Iosco joined with the State Safety Commission in conducting an all-out drive against unsafe vehicles during the month of May.

"The motoring public is being thoroughly informed of the dangers of unsafe brakes and other equipment through an intensive public educational program in newspapers, over the radio, in motion picture theaters and by safety posters and stickers, he said. Last year's increase of 9% in the number of vehicles and 6% in the traffic volume in Michigan make it even more important than ever for every driver to have a safe car which will help him to see better, stop quicker and keep his car under control, according to Sheriff O'Farrell.

Pointing out that last year, in a similar safety program, the law enforcement agencies of Michigan checked the brakes on over 100,000 cars and found a high proportion in unsafe condition, the Sheriff said. "All motorists are urgently requested to cooperate on this important safety program by having their car checked at their service station. Our department will check the brakes of all cars stopped for traffic violations."

Value of Vegetables and Fruits

Vegetables and fruits should be included in the daily meals of every family. They are protective foods. By using them we can get many of the necessary minerals and vitamins which help to maintain good health. Actually they are better for one's health and cost less than tonics and cathartics. Since many fruits and vegetables are low in calories, they can be used generously by those who want to keep their weight under control. Vegetables and fruits make good eating. They are versatile, so they can be used in many ways. If they are varied and served properly prepared, the family will never tire of them.



Has your house furnishings insurance policy been increased to include your new purchases and gifts?

Tawas Bay Insurance Agency
 R. W. Elliott John C. Elliott
 EAST TAWAS

Hemlock Road

Ladies Aid met with Mrs. Will Herriman for election of officers. The following officers were elected: President, Mrs. Fred Pfahl; vice president, Mrs. Frank Long; secretary-treasurer, Mrs. Clara Stwert. A business meeting by the church members was held after the aid.

Mr. and Mrs. Charles Brown, Mr. and Mrs. Russell Binder and sons spent the week-end in Pontiac with Mr. and Mrs. Raoul Herman, returning home Tuesday. They enjoyed seeing television.

For Results—Herald Want Ads.

Five Cholera
 As little as one one millionth of a cubic centimeter of hog cholera virus can kill a hog that is not at the same time protected by a dose of anti hog cholera serum.

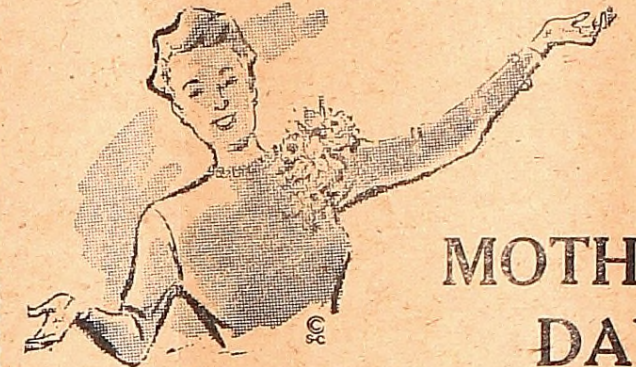
HILDEBRANDT'S

Septic Tank Service

LINWOOD, MICH.

PHONE 379

"For Better Work—
 at Less Money"



MOTHER'S DAY

Festive Fragrances to Please
 Mother on Her Day May 14

Cosmetics by . . .

Coty
 Muguet—The Fragrance of Spring

Shulton

Old Spice—Desert Flower

Evening in Paris

Friendship Garden



A Fine Selection of

CHOCOLATES

—GILBERT

—CECIL

—SCHRAFT'S

—JOHNSON'S

mother remembers a gift from
Keiser's DRUG STORE

When you want a cab real quick
 A telephone call will do the trick
 Your telephone saves you time when minutes count
 One of today's greatest values is the telephone
 Michigan Bell Telephone Company

COUNTRY GARDEN TIME—COUNTRY GARDEN TIME—

CANNED GOODS SALE

Country Garden Tomatoes, NO. 2 CAN 19c
 Country Garden Lima Beans 25c
 Country Garden Orange Marmalade 21c
 Country Garden Red Raspberry Preserves, 12 oz. 29c
 Country Garden Sauerkraut, NO. 2 CAN 13c
 Country Garden Tomato Juice 13c

BERT'S Market

Open Evenings 'til 8:30—Sundays 9 to 3
 TAWAS CITY PHONE 55

COUNTRY GARDEN TIME—COUNTRY GARDEN TIME—

Mother's Day SUNDAY MAY 14

Revere Ware—Good Selection
 Hamilton Beach Mixette \$17.95

— FOR YOUR SPRING GARDENING —
 SUPER REFINED
 Whitney's Lawn Seed, lb. 75c
 4-12-4 ANALYSIS
 Sacco Lawn and Garden Fertilizer
 Lawn Mowers, 5 blade \$14.95

FOX HARDWARE

FOR THE HOME · FOR THE SHOP · FOR THE FARM
 TAWAS CITY PHONE 64-W

Announcing STUDEBAKER AUTOMATIC DRIVE

Newest and most advanced of all automatic transmissions!



IT'S here today! America's first fully perfected "no clutch—no gearshift" driving! The achievement of years of research and development by Studebaker and Borg-Warner engineers—the revolutionary new Studebaker Automatic Drive!

Technicians will tell you that this Studebaker Automatic Drive is the ideal combination of a torque converter and direct mechanical drive.

But the way this amazing transmission works isn't half so important to most car owners as the certainty that it does work—superbly, smoothly and reliably!

Come in and try out this far advanced Studebaker Automatic Drive—without obligation—right away. It's extra cost—but it's the finest investment that anybody ever made in real motoring enjoyment!

No clutch pedal, of course—and you're safe right from the start! No clutching—no declutching—with Studebaker Automatic Drive. As car moves forward, you just feed the gas, steer and brake. Your Studebaker "shifts for itself"—makes gear changes automatically, quietly and smoothly. You keep the pointer on the steering post in "drive" position most of the time. But when you switch on the ignition, the engine will start only if you have first set the selector lever at "park" or "neutral."

HUMPHREY MOTOR SALES
 TAWAS CITY

Use the Herald Classified Ads

