

"Pat" Miller New Kiwanis President; Honor Committees

Last Monday evening, Dec. 27, at the Republican Hotel in Kewaskum Dr. R. G. Edwards, outgoing Kiwanis president, turned the reins of the club over to the new president, Edward "Pat" Miller, in a very impressive ceremony.

Because of hazardous driving conditions the Lt. Governor from Manitowoc, Walter "Bud" Johnson, was not able to be here to officially install the new officers for 1955. This portion of the ceremony will take place on Jan. 17.

There was a model lighthouse on the speaker's table with a light shining on a sign on the opposite wall reading "Kewaskum Kiwanis Lights the Way," the theme of the ceremony.

The committees of the club were seated together around the banquet table, and attached to each committee placard was a long yellow streamer, the other end of which outgoing President Dr. Edwards held during the program. The ribbons, or streamers gave the impression that each committee was a "ray of light" coming from the lighthouse, the symbol for the club.

Many individuals and committees were honored for their outstanding work for the club and the community during the year of 1954:

Ray Schaefer and his "Agriculture and Conservation Committee" for their efforts in forming a local 4-H club. From this new club of young people were 15 entries in the county fair with no less than 13 blue ribbon winners.

Mill Bartelt and his "Interclub Relations Committee" for the big job they did in handling our combined meeting with the West Bend Kiwanis club as well as two very fine "Ladies Night Programs" during the year.

Marvin Martin and his "Kiwanis Education Committee" informed not only the new club members of the principles of Kiwanis but also kept the old members' memories refreshed.

Myron Perschbacher and his committee "Support of Churches and Spiritual Aims," were honored for their campaign to have all members' families say grace before each meal at home. Their promotion of spiritual broadcasts over the West Bend radio station, which the Kewaskum club co-sponsored with the West Bend club, was also a most worthy accomplishment.

David Bartelt and his "Public Affairs and Public Relations Committee" for the outstanding work they have done in keeping the public informed as to what our club has been doing during the year.

The "Boys-Girls Work and Underprivileged Children Committee" under the guidance of Ernest Mitchell, accomplished many worthwhile goals this year. A few of the more outstanding accomplishments are: The support given to scouting here in Kewaskum; co-sponsoring of a boy to Boy's State and a girl to Girl's State; arranging for the entire school safety patrol to attend a Braves game; efforts to promote a swimming pool for Camp Wawbeek; and arranging to send a local fellow to this camp as a camper.

L. N. Peterson and the "Vocational Guidance Committee" were mentioned for their work in arranging for talks by business and professional men for the Senior Scouts, and also for the aid they gave in sending 26 high school seniors to West Bend for College Day.

Dr. F. E. Nolting and the "Attendance and Membership Committee" were mentioned for their exceptional work in obtaining an overall attendance percentage for the club during 1954 of 57.9%. In addition to this, Dr. Nolting did a tremendous job in promoting the 1954 turkey shoot.

The board of directors and other officers were also thanked by Dr. Edwards for the help they had given him in Kiwanis during the past year. At this point the "rays of light" and the gravel were turned over to the President Elect, "Pat" Miller!

Let Statesman ads sell it for you.

Many Engagements Are Made Known

Mrs. Jacob Bruessel, Jr. announced the engagement of her daughter, Doris Mae, to Robert Bonlinger, son of Mr. and Mrs. Ervin Bonlinger, Sr. of R. 1, Campbellsport, on Christmas Day.

Mr. and Mrs. Rolland Hensen, Campbellsport, announce the engagement of their daughter, Joyce Ann, to A/3C James J. St. Mary, Aimeral Wells, Texas, son of Mr. and Mrs. Raymond St. Mary, Kewaskum. No definite wedding plans have been made.

Mr. and Mrs. Wm. Voim of Kewaskum announced the engagement of their daughter, Linda, to Bernard Kaehne, son of Leo Kaehne of Campbellsport on Christmas Day.

Mr. and Mrs. Albert Stange, R. 2, Kewaskum, announced the engagement of their daughter, Lois M., to Elmer Schmidt, son of Mr. and Mrs. Otto Schmidt of Beechwood, R. 1, Adell, on Christmas Eve.

At a Christmas Day dinner, Mr. and Mrs. August Seefeldt, R. 1, Kewaskum, announced the engagement of their daughter, Eleanor, to Leslie Ostrander, son of Mr. and Mrs. Claude Ostrander of Barton.

On Christmas Day Mr. and Mrs. Ervin Coulter of Kewaskum announced the engagement of their daughter, Patricia Jean, to Jacob Wiesner, R. 4, West Bend. He is the son of Mr. and Mrs. Peter Wiesner of Kewaskum.

On Christmas Eve Mr. and Mrs. Immanuel Zautner, West Bend, announced the betrothal of their daughter, Janet, to Donald Meisenheimer, son of Mr. and Mrs. Harold Meisenheimer, Kewaskum.

On Christmas Day Mr. and Mrs. John D. Coulter, R. 3, Kewaskum, announced the engagement of their daughter, Joyce Ann, to Veron J. Wulff, son of Mr. and Mrs. Wm. Wulff, R. 2, West Bend.

Mr. and Mrs. Clarence Prost, R. 2, Kewaskum, on Christmas Day announced the betrothal of their daughter, Bernice, to Ronald Stange, R. 1, Kewaskum.

The Rev. and Mrs. H. A. Kahrs of Dundee announce the engagement of their daughter, Bethel, to Kenneth Langhoff, son of Mr. and Mrs. Clarence Langhoff, 510 Robert St., Fort Atkinson. No definite wedding plans have been made.

FIRE DESTROYS LARGE BARN AT KOHLVILLE

A large barn on the Edward Pusch farm at Kohlville was leveled by fire last Thursday afternoon. The farm is rented from Mr. Fusch by Harold Krause. The building, an "L" shaped structure, consisted of two units, both of which were completely destroyed. One of the sections was 34 by 100 feet and the other 34 by 60 feet in dimension.

According to reports hay, grain and corn were lost in the blaze, along with two calves and a cow. All of the other cattle were saved. It was said that 31 head of cattle were in the barn at the time of the fire. No estimate of the loss was given.

The Kohlville and Allenton fire departments fought the blaze and kept the flames from spreading to an adjoining hog barn and shed.

BIRTHS

GAHNS—A son to Mr. and Mrs. Karl Gahns, R. 3, Kewaskum, Friday, Dec. 24.

BATZLER—A daughter to Mr. and Mrs. Alan Batzler, R. 3, Campbellsport, Sunday, Dec. 26.

DUPONT—A son to Mr. and Mrs. Robert DuPont, Milwaukee, Saturday, Dec. 18. Mrs. DuPont is the former Dolores Mae Stoffel, daughter of the Nicholas Stoffels, Kewaskum.

HOLY NAME HOLY HOUR

On Sunday the Holy Name society of District 13 will sponsor a Holy Hour in Holy Angels church at West Bend from 3 to 4 p. m. All Holy Name men are invited. Rev. F. C. La Buwi, Kewaskum, is spiritual director of the district.

HOSPITAL NEWS

Alex Pesch, Kewaskum, returned home Thursday, Dec. 23, from St. Joseph's hospital, West Bend, after submitting to a major operation.



"Hig" Murray to Speak to Adult Farmer Group Here

H. A. "Hig" Murray, superintendent of traffic at the Milwaukee Stockyards, will speak to the adult farmer classes at the Kewaskum High school on Tuesday, Jan. 11.

O. E. Behnke, vocational agriculture instructor at the high school has also scheduled Clyde Schloemer West Bend attorney; L. J. Behnke, U. S. D. A. egg inspector of Valders, and Dr. Charles Ogi, local veterinarian, to speak to the adult farmer group at the Washington Grade school in the town of Farmington.

Also scheduled to speak to the adult group at the Kewaskum High school are Werner Johnson and Harvey Dhein, cooperative fieldman in this district and manager of the West Bend Cooperative, respectively; Harold E. Berndt, district forester, and Dr. Charles Ogi, Heineman Creameries, Inc. spoke to the Thursday night group and Dr. F. M. Birch of the White House company spoke to the Tuesday night group. Both classes took a field trip to Kiel and were conducted through the Lake-to-Lake cooperative Dairy plant.

Any adult interested in farming is welcomed to enroll in one of these classes. Weekly meetings will be conducted through the end of February. All meetings at the Washington Grade school are held Tuesday nights at 8 p. m. and at the high school ag room on Thursday evenings, also at eight.

Mr. Behnke has been holding young farmer classes at the high school ag room on Monday nights at 8 o'clock since Oct. 6. After the class the young farmers have been practicing basketball in the gym and have scrimmaged the F. P. A. chapter team several times.

For further information on the adult farmer and young farmer classes contact Mr. Behnke at the high school.

IN THE SERVICE

BRUESSEL LEAVES FOR OVERSEAS DUTY IN KOREA

Mrs. Jacob Bruessel, Jr., Kewaskum, has received word that her son Jake K., who had been stationed at Fort Leonard Wood, Mo., was sent to Fort Lewis, Wash., from where he left for overseas service in Korea. He is now enroute. Bruessel is with the 6th Armored Division.

CPL DREHER HOME

Cpl. Edward Dreher, Jr. of Fort Riley, Kans. is spending a furlough over the holidays with his parents, Mr. and Mrs. Edward Dreher, Sr., Kewaskum.

Christmas Home Decoration Prize Winners Selected

COMMITTEE PRAISES RESIDENTS FOR INTEREST AND CO-OPERATION

In the Christmas home decoration contest in Kewaskum this year the judges found many homes attractively decorated in the holiday spirit and with excellent colors. Because of the excellent decorations the judges had difficulty in selecting the winners.

Because of the large number of entries the judges decided to pick winners in four categories with the prize money to be divided equally between the winning entries. Many others deserved honorable mention. The winners were selected on Tuesday evening.

It seems Kewaskum residents are going all out in this home decorating scheme and deserve commendation for this interest and enterprise. If any one street deserves special mention it would be Third street (north of the high school athletic field). Practically every home along that street was decorated and illuminated.

The judges finally awarded the prizes in the four categories to the following: Religious theme—"Nativity" by Edward E. Miller family; religious theme and home—"Three Wise Men" by Henry Becker family; Santa and sleigh—by Snyvers Terlinden; home front and doorway—Dr. R. G. Edwards home. The prizes were offered by the village board.

The committee in charge feels that next year in the conditions of times to be judged should be announced before hand, and that a prize should be offered for a special window or outstanding tree as well as for the larger decorations.

Judges for the contest were Mrs. Roland Heberer, Woman's Club; Robert Kronck, American Legion, and Rev. F. L. Rodenbeck, Kiwanis club.

MAN CRITICALLY HURT IN MISHAP; AMBULANCE OUT

Gustav Kelbert, 67, R. 2, Menasha, was critically injured at 5:30 a. m. Monday when a car driven by Horst W. Kelbert, 21 R. 2, Menasha, collided with a pickup truck driven by Carl Schenk, 46, Van Dyne R. R. The Kewaskum firemen's ambulance was called to the scene to remove Kelbert to St. Joseph's hospital, West Bend. The mishap occurred on new Hwy. 41 near the intersection with Hwy. 28. Kelbert claimed the truck was in the wrong traffic lane.

Lakes Team Blasts Rosendale, 81-50

The Kewaskum Chevrolets won their second straight game in the northern Land o' Lakes league on the home court Sunday night when they trounced Rosendale by an 81-50 score. Campbellsport is in first place as a result of having played more games, the Chevys having had one game cancelled and drawing a bye in the schedule on another Sunday.

Rosendale was expected to make a much closer contest of it but Kewaskum, with a well balanced quint, had an easy time of it. Only the first quarter was close and in this the Chevys took a 16-10 lead. They outscored the Dalers 32-12 in the second period to bring the half-time count to 38-23. The winners were able to coast from there on in. They dropped in 24 points to the visitors' 15 in the third stanza and possessed a sizable 62-36 advantage going into the final quarter, which saw the Chevys make 19 markers and their opponents 13.

All of Kewaskum's players broke into the scoring column and contributed to the victory. Pacing the team was Center George Hanrahan with 24 points, high for the evening. Close on his heels was Guard Augie Bilgo with 21. Eleven points apiece for Rohde and Smit were tops for the losers and Madigan chipped in 10. The winners swished in 29 free throws compared to the Dalers 14.

This Sunday night, Jan. 2, the Chevrolets have a big game at West Bend against last year's champions. The Benders have lost but one tilt this season and this was to league leading Campbellsport.

LAND O' LAKES STANDINGS

	Won	Lost
Campbellsport	3	0
Kewaskum	2	0
West Bend	2	1
Cedarburg	1	2
Rosendale	1	4
Mayville	1	3
Horicon	0	1

Results Sunday—Kewaskum 81, Rosendale 50; Mayville 70, Cedarburg 62.

Games this Sunday—Kewaskum at West Bend, Rosendale at Horicon, Cedarburg at Campbellsport.

RIVERS CAGERS DEFEAT FILLMORE, THIENSVILLE

The Kewaskum Rivers five won two games this week to make their record two victories in three starts to date. In the preliminary tilt Sunday night here the Corvettes trimmed Fillmore, 56-38, and Tuesday night at the Mequon town hall, they squeezed out a very close 55-54 win over Thiensville. Details

Death of Msgr. P. Schaeffer, Others

Msgr. Peter P. Schaeffer, pastor of St. Francis Xavier church at Tulsa, Okla., a native of Kewaskum and brother of John Schaeffer of this village, died Monday morning, Dec. 27, following a short illness.

Father Schaeffer was well known in this area, being a native son, and visiting frequently at Kewaskum. He was born here on Feb. 9, 1877 and later resided on a farm in the town of Auburn. Msgr. Schaeffer studied for the priesthood at St. Francis seminary, St. Francis, Wis., and joined the Oklahoma diocese before being ordained.

He completed his studies at the American College at Louvain, Belgium, and said his first mass in the cathedral at Cologne, Germany.

Surviving are four sisters and two brothers, Mr. Anne Van Landuyt, Kenosha, Mrs. Margaret Schuenemann, North Chicago, Mrs. Rose Kudek and Mrs. Barbara Vitz, Oklahoma, John and Phillip of Kewaskum.

Funeral services were held Thursday in St. Francis Xavier church at Tulsa. Burial was in Calvary cemetery in that city.

ALBERT A. BUTZLAFF

Albert A. Butzlaff, 237 South St., West Bend, a brother of Herman and Arthur Butzlaff of Kewaskum, died at his home last Wednesday, Dec. 22, after a prolonged illness.

Mr. Butzlaff was born in the town of Barton on Feb. 1, 1883, and married Philippine Roecker at St. Peter's church, town of Addison, on June 24, 1915. The couple made their home on the Butzlaff homestead in the town of Barton until 1949 when they moved to West Bend.

Surviving are the widow, two daughters, Elsie (Mrs. Clarence Bruessel) on the homestead and Lila (Mrs. Marvin Kirchner) of New Fane; five grandchildren; the two brothers mentioned above, and four sisters, Mathilda (Mrs. Otto Schaefer), Alvina (Mrs. Walter Efflandt), Milwaukee, Ella (Mrs. Jac. Schaefer), West Bend, and Amanda (Mrs. Lorenz Mueller) Barton. Two brothers and two sisters predeceased him.

Funeral services were held at St. John's Lutheran church, West Bend, on Tuesday afternoon, Dec. 28, the Rev. W. P. Sauer officiating. Burial was in Union cemetery there.

LOUIS F. KLUMB

Funeral services were held at 2 p. m. Monday in St. John's Lutheran church, West Bend, for Louis F. Klumb, 82, a former resident of Kewaskum, who died at St. Joseph's hospital, Milwaukee, on Wednesday morning, Dec. 22, following a brief illness. The Rev. W. P. Sauer officiated at the rites and burial was in Union cemetery, West Bend.

Prior to the services the body was in state at the Ohlrogge Funeral Home in West Bend from 1 p. m. Sunday until 11 a. m. Monday and at the church from 12 noon until the time of the funeral.

Mr. Klumb was born in the town of Wayne on June 23, 1872, and was married to Caroline Roecker in St. Peter's Lutheran church, town of Barton, on June 9, 1900. After their marriage the couple lived in Kewaskum for ten years, and in 1910 moved to West Bend. Mr. Klumb was a carpenter contractor for many years, retiring in 1942. He made his home with his son-in-law and daughter, Mr. and Mrs. Harold Luecke in Milwaukee since 1951.

The deceased's wife predeceased him on Jan. 23, 1951. Surviving are three daughters, Esther (Mrs. Luecke) on the games were not turned in.

This Sunday afternoon the Rivercagers play at Slinger at 2 p. m. Slinger has a powerhouse and holds down first place at present. Their team belongs in the Lakes circuit and the locals will have rough going.

Results last week end—Kewaskum 56, Fillmore 38; Kewaskum 59, Thiensville 54; Slinger 83, Horicon 69; Hartford 62, Thiensville 52; Cedarburg 51, Hustisford 50.

Games Sunday—Kewaskum at Slinger, Hartford at Horicon, Cedarburg at Fillmore, Thiensville at Hustisford.

County-wide March of Dimes Drive to Open Mon., Jan. 3

The 1955 March of Dimes drive is scheduled to open in Washington county and throughout the nation on Monday, Jan. 3, according to Anton P. Staral, chairman of the Washington county chapter of the National Foundation for Infantile Paralysis. Freeing patients from iron lungs and releasing them from total reliance on braces and crutches are objectives of the 1955 campaign.

In announcing the objectives of the drive, Staral also revealed that Alan Pick, West Bend, has again accepted appointment as the Washington county director of the fund campaign. Pick has been a volunteer in the local March of Dimes for the past several years and was chairman of the drive in the northern part of the county in 1953 and 1954. Ray Jeffords will again direct the drive in the southern portion of the county.

Because of the advances made in study of the Salk trial polio vaccine, Pick stated, "We open the 1955 drive with bright prospects for eventually conquering polio. The man with the test tube looks to all of us to take our places beside him—to help with a full sense of participation in reaching a new medical milestone. In Washington county, as in counties throughout the nation, people are giving an increased measure of their time, money and skills."

This is important, the drive leader declared, because in the meantime, the Washington county chapter (CONTINUED ON LAST PAGE)

cke) of Milwaukee, Martha (Mrs. Robert Weirlich) of West Bend, and Caroline (Mrs. Carl Meisahn, Jr.) of the town of Kewaskum; six grandchildren, and three great-grandchildren.

AUGUST F. KUTZ

August F. Kutz, 91, lifelong resident of the town of Osceola, Fond du Lac county, and father of Mr. Clarence Stern of Kewaskum, died Saturday, Dec. 25, at the home of his son Hilbert in that township. He was the last member of the John Kutz family, early residents of the area.

The son of John and Fredericka Ramthun Kutz, he was born June 28, 1863. On Aug. 20, 1890, he was married to Johanna Klester at Waucousta. Mrs. Kutz predeceased him on June 6, 1948.

Surviving are two sons and five daughters, Oscar of Little Kohler and Hilbert, and Mrs. Herman Kutz Otto Ebert and Rose Polzcan, all of Osceola; Mrs. Clarence Stern, Kewaskum, and Mrs. George Stern, town of Auburn; 22 grandchildren and 54 great-grandchildren.

The body was in state at the Twohig Funeral home, Campbellsport, where private services were held at 11 a. m., following which it was taken to Trinity Lutheran church, Dundee, to lie in state from noon until the hour of services at 2 p. m. The Rev. Harvey Kahrs presided and burial was in the church cemetery.

JOHN BUSS

Funeral services were held Tuesday, Dec. 21, from the Wittkopf Funeral home, Plymouth, for John Buss, 71, brother of August Buss of Kewaskum, who died at his home in Plymouth on Saturday, Dec. 18, after a week's illness. The Rev. H. W. Baxmann, pastor of St. John's Lutheran church, Plymouth, officiated and burial was in Woodlawn cemetery there.

Mr. Buss was born June 26, 1883 in the town of Lyndon, Sheboygan county, the son of the late Mr. and Mrs. William Buss. He was married Oct. 20, 1906 to Emilie Oettinger at Plymouth. They lived at Cascade after their marriage where he was a cheesemaker for 12 years. He was employed at cheese plants in Plymouth until his retirement in 1949.

Survivors are his wife, one daughter and three sons, 11 grandchildren, four great-grandchildren, another brother besides August Buss of here, namely Louis of Sheboygan, and two sisters, Mrs. Augusta Lau, Sheboygan, and Mrs. Thelie Ullrich, Cascade.

INVENTIONS

that serve you



Lewis Edson Waterman (1837-1901), New York insurance agent, is credited with the invention of a fountain-pen improvement that made possible a great industry.

Hardly had the steel nib displaced the goose quill before Americans began to experiment with fountain pens. Some were patented. But those pens were not successful because they were prone to leak, or refused to flow.

Waterman discarded his pocket vial of ink and separate steel pen, and offered one of the newer fountain pens to an important prospect about to sign on the dotted line. As the prospect attempted to write, the ink surged out of the pen into a puddle, ruining the policy. A rival agent got the account, and Waterman became an inventor. His improvement consisted of air channels into the barrel to relieve the vacuum. He was granted a patent on his improvement in 1884. Eventually all fountain-pen manufacturers adapted the Waterman improvement.



prepared by NATIONAL PATENT COUNCIL Gary, Indiana

"patents make jobs"

Sam Clemens Had Variety of Trades

Samuel L. Clemens was born in 1835, of Virginia and English parentage. Born at Florida, Missouri, his parents moved to Hannibal—which is on the Mississippi river—in 1839. Sam began helping with the support of his mother at the age of twelve, and learned the printing trade in a village newspaper shop. By the time he was eighteen, he had traveled all over the country, working as a journeyman printer.

Then, he became an apprentice on a river boat which traveled the Mississippi and spent four years on that river, the last two and a half as a licensed pilot.

The conflict of 1861-65 broke out when Sam was twenty-six years old, and he joined a company of volunteers, about which there is doubt as to which side it favored. Shortly afterwards, the young man went to Nevada and prospected for gold.

Next he became a reporter on a newspaper in Virginia City, and then went to California as a reporter in 1864. The next assignment was to the Sandwich Islands, and then to New York and then to the Mediterranean.

It was not until 1876 and 1884 that the two books we best remember were written by Sam Clemens. Can you name them? What was his pen name? The two books were: The Adventures of Tom Sawyer and the Adventures of Huckleberry Finn, and the author's pen name was Mark Twain—whose birthday anniversary comes shortly after Thanksgiving, on the 30th of November.

Minn. Co-incidents

Mr. and Mrs. Harvey Jante, Evansville, are on the way to some sort of record. A daughter, Eileen, was born October 1, 1949; she was joined by a baby sister, Shirley, October 1, 1953; on October 1, 1954 along came baby brother David. . . . When Oliver Truesdell's "appendix moved out" 19 of his neighbors "moved in"; the Manyaska farmer's operation interrupted his fall work, which kindly neighbors completed. . . . Without a word of thanks a woman walked out of a Fairmont filling station where the attendant, Duane Wickert, had returned a purse she left in the washroom containing \$1,100. . . . David Polman and Raymond Ebnert, 10-year-old Milroy schoolmates, not only go to school together, play together, work together, but they go to the hospital together; within minutes after David entered a Marshall hospital for an appendectomy, Raymond was checked in for the same purpose.

Our Ads Convince You

52

STRICTLY FRESH

DEFENSE Secretary Charles Wilson

says that if military officials are working on space ships, he doesn't know about it. Trouble the Brass is having with earthly problems seems to be out of this world as it is.

Thieves in Lucedale, Miss., got a lesson in sticking to the job. A 400-pound railroad ticket office safe yielded one gallon of glue.

Pilot landing near Los Angeles in a dense fog mistook a highway for a landing strip; smacked a motorist. Unfortunately, it wasn't

the cop who's always asking: "What ya doing? Flying too low?"

Deer hunter near Antlers, Okla., got lost. Searchers went after him. Got lost. Deer hunter turned up safe. Went after searchers—perpetual motion at last?

Fellow in San Francisco got a divorce because wife took her two dogs to bed with them, and the pooches always nipped at his legs. Most wives just freeze hubby with their dogs.

HAIR-BREADTH HARRY

IN JAIL! AND OUR SHIP LEFT THE PORT HOURS AGO! A FINE HOWDYDO!!

NOW LET ME FIGURE THIS OUT...

THIS NATIVE MESSENGER SHOWS ME A RING TO IDENTIFY A FRIEND I GAVE IT TO YEARS AGO! HE IS GOING TO TAKE US TO THIS FRIEND WHO NEEDS HELP--

BUT I'VE FORGOTTEN WHO THE FRIEND IS THAT I GAVE THE RING TO ?? AND ALL THE GUIDE COULD SAY BEFORE HE WAS KNOCKED OUT WAS TO GO TO TUFFLUK...???

FAT CHANCE OF US GOING ANYWHERE!

C'MON--GET OUTA HERE! DEE JUDGE GONTO FIND YOU GUILTY NOW!



The Law and You

WHAT IS MEANT BY OPEN COURT?

Most of us never go inside a courtroom, unless perhaps to pay a traffic fine. Yet things take place there that affect the way you live. That's why we believe that justice must be done in open court where all may see.

Why not visit a court soon, and see what goes on?

The judge who conducts the trial will be glad to have you present. He sits on the "bench" behind a big desk. His job is to see that each party gets a fair hearing, to keep order, and to instruct the jury in the law, or

to decide the case if there is no jury.

The jury sits in the jury box below and to one side of the judge. The jurors swear to consider well all evidence. The witnesses who sit near the bench swear to tell the truth. They may be examined and cross-examined by the lawyers for the two parties.

The two parties in a trial are the "plaintiff" and the "defendant." In a civil action, the plaintiff complains that the defendant has infringed some of his rights. He seeks "relief." He usually wants the court to make the defendant pay damages for the harm he has suffered, or believes he has suffered. In a criminal trial the "state" is the plaintiff, represented by the district attorney.

Besides the clerk, the marshal or bailiff, and the shorthand reporter, you will find in your courtroom two vital things—the press and the public.

The newspapers and the public are represented in the courtroom for the same reason. Justice is public business, for what takes place in the court may affect everybody in the land. The pages of law and justice tell of the long

My Neighbors

By BILL PAULSON



"I wouldn't marry him until he had 100 shares of good stock—so yesterday he married the stock broker's daughter!"

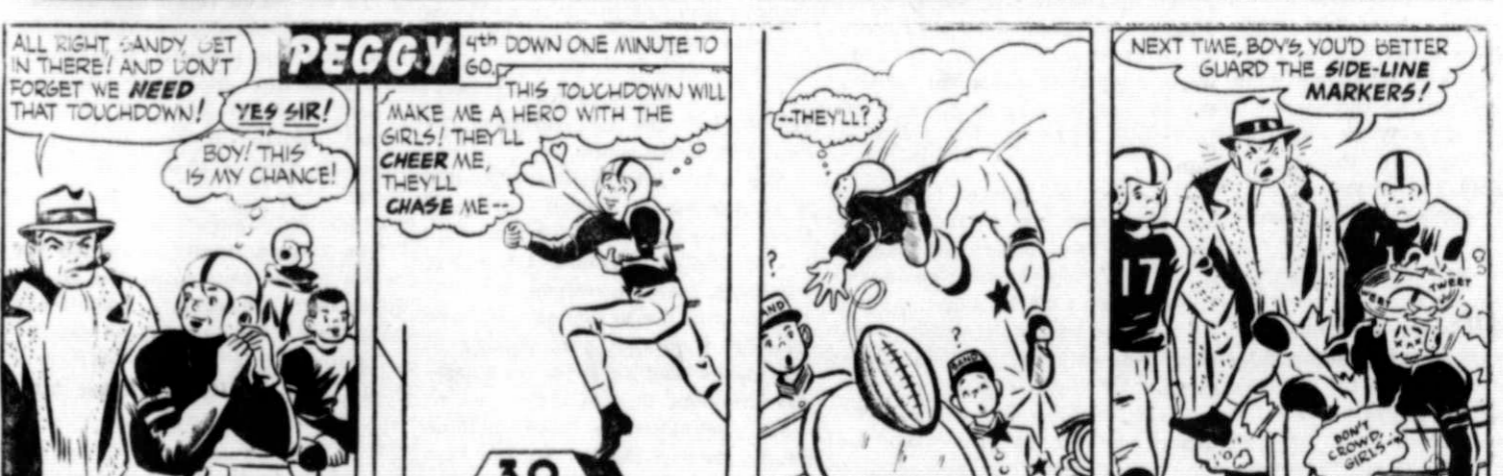
fight to open the doors of the courts. They are open now!

(The Wisconsin Bar Association offers this column to inform not to advise. Facts may change the application of the law.)

KERRY DRAKE



MARY WORTH'S FAMILY



Little Known Facts about your navy



1. FIRST U.S. CASUALTIES IN THE PACIFIC IN WW II WERE MEMBERS OF THE BRITISH ROYAL NAVY WHO WERE KILLED BY JAPANESE SUBMARINES IN THE PHILIPPINE SEAS. WHEN THE JAPANESE STRAFED THEM DEC. 1941, MINUTES LATER ATTACK ON PEARL HARBOR ON OTHER SIDE OF OAHU BEGAN.

2. THE FIRST AMERICAN SEA BATTLE DURING THE AMERICAN REVOLUTION (MAY, 1775) WAS FOUGHT BY A CREW OF 40 LUMBERJACKS WHO ATTACKED AND CAPTURED A BRITISH WAR-SCHOONER AT MACHIAS, MAINE.

3. MORE THAN 15,000 NOVEL PICTURES WERE DISTRIBUTED TO THE PACIFIC FLEET DURING THE KOREAN WAR. THE NOVEL PROGRAMS WERE ONE OF THE NAVY'S BIGGEST NONMILE ITEMS.

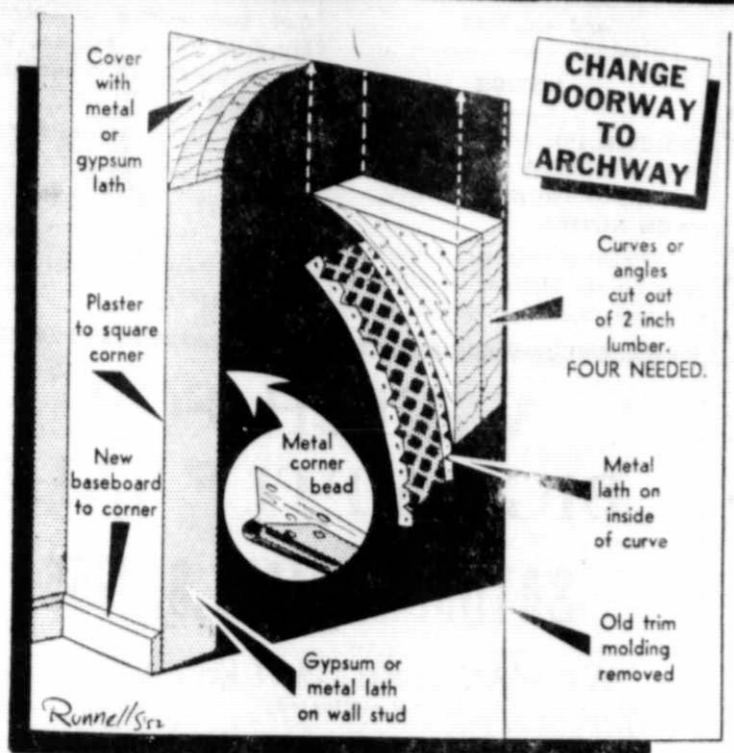


NATIONS ARE UNITED — ON CANVAS

Often-dissenting members of the United Nations are tied together by the artist's composition in this canvas, "The United Nations." Its creator, UN guide Claudia Andujar, adjusts its placement in the United Nations Art Exhibit, currently on display at UN headquarters.



"CANDY" BRINGS SWEET PRICE—Bonnie Jean Fassett, 11, goes for a \$7320 ride at Kansas City, Mo., on "Candy," judged Grand Champion Steer of the American Royal Livestock and Horse Show. Auctioned at \$6.05 a pound, the 1210-pound Black Angus brought owner Eugene Fassett, right, of Alexandria, Ill., the jackpot price.



CHANGE DOORWAY TO ARCHWAY

It is often possible to get very pleasing results by converting a doorway into an archway, when modernizing a home. The job is quite simple if you do not wish to change the size of the opening. **QUERY:**

Will you please tell me how to turn a doorway into an archway? I am doing some remodeling and would like to change three doorways into archways. **ANSWER:**

If you intend to leave the opening the same size as it is now, the old frame installed for the doorway will be enough. Of course, the opening will be slightly larger, because of the thickness of wood in the doorway being removed.

Remove all wood trim from the doorway, leaving the framing 2x4s exposed. Be careful not to damage the plaster any more than necessary.

Cut round or angle corners the shape you want for the top of the archway. Cut two for each side, out of 2-inch lumber. Nail

these in place with the edges even with the 2x4 door frame.

Nail metal lath or gypsum lath to the inside of the archway and over the corner pieces just installed at the top. Metal lath is especially recommended for curved surfaces. It would not be satisfactory to try to bend gypsum lath to fit.

In order to get square corners that are uniform and straight, metal corner bead should be used. It is nailed to the corners with the lath, and plaster is applied even with the bead.

Remove any loose or badly cracked plaster. Do not, however, remove plaster which is solid and in good condition.

Buy a bag of ordinary plaster for the first, or rough, coat. This should be mixed with either sharp plastering sand, or vermiculite. Vermiculite is a type of insulation, ground fine for use with plaster. Plaster mixed with vermiculite is easier for the beginner to use than plaster mixed with sand.

Wet the edges of the old plaster and apply the first coat. Apply the plaster evenly, but leave about an eighth of an inch for the finish coat. Leave the surface rough to give the finish plaster more holding power.

Allow the first coat several days to dry. Cracks probably will appear between the edges of the old and new plaster. This is due to shrinkage caused by absorption of water by the old plaster. Buy regular lime putty for the finish coat, and use according to directions. Wet the edges of the old plaster again.

Trowel to smooth finish. Use a straight edge to be sure there are no high or low spots. Allow several weeks for the plaster to dry before attempting to paint. The longer you wait the better. Always use wall sealer before applying paint.

Send 35c today to Ernie Gardner, 14189 Faust Ave., Detroit 23, Michigan, for your copy of MISTER FIXUM'S HANDY HINTS. This is a booklet made up of selected jobs from this column. Booklets No. 1, 2 and 3 available. 3 for \$1.00.

RING IN CAN

Horsham, Australia — Opening a can of Norwegian sardines, Mrs. William Murphy found a gold wedding ring. She wrote to the packing company and was informed that the ring belonged to a packer. The ring was mailed to its owner, Mrs. Marie Tangetal, of Vartal, Sunnsjord, Norway.

Business Upturn Widely Predicted

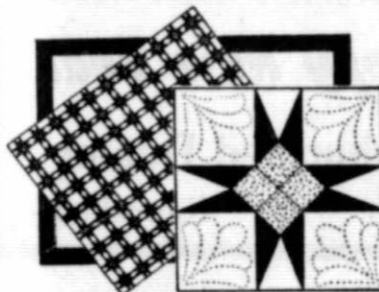
The latest survey, conducted by Dun and Bradstreet, Inc., shows that a majority of business executives expect an increase in sales in the first quarter of 1955. Over fifty per cent of the executives queried expected higher sales in the forthcoming quarter and over forty per cent expected larger net profits.

Lower sales were expected by only about thirteen per cent of those polled. Another significant result of the survey is the expectation—by a majority of the business executives queried—for larger inventories in the next quarter.

The reduction in inventories by businesses has been one of the contributing factors to the recessionary period of the last twelve months. It is only fair to report here, however, that a larger number of replies expected no appreciable change in inventories than the number expressing the belief that inventories would increase.

An encouraging result of the inquiry is the statement of many business men that they will add to their work forces next year, while a lesser percentage say they will reduce employment. Altogether then, this survey of business executives forecasts better business conditions in the first quarter of 1955.

In view of the fact that over a thousand executives participated in this survey, the views expressed are of considerable significance and are reason for an optimistic outlook for business in 1955.



PINEAPPLE QUILT

Fresh as the fruit itself is this striking Pineapple Quilt. It measures about 81" by 99". Complete cutting guides, piecing directions, yardage requirements and color suggestions are given on the pattern. C3348 20c. Send orders to Handcraft Service (The Colonial Company) Journal Pub. Co., Inc., 1243 Swift, Kansas City 16, Mo.

A MIRACULOUS ESCAPE

San Mateo, Cal. — Stepping on the gas instead of the brake, Mrs. Frances Pearman's automobile shot forward and then choked down right on the Southern Pacific Railroad tracks. In trying to jump from the car, Mrs. Pearman smacked her head on the door and fell back into the car in a dead faint. Horror-stricken cops tried to flag down an approaching train, but failed. The train, however, passed by on an adjoining track. Mrs. Pearman was taken to a hospital to recover from shock.

READ THE CLASSIFIED ADS

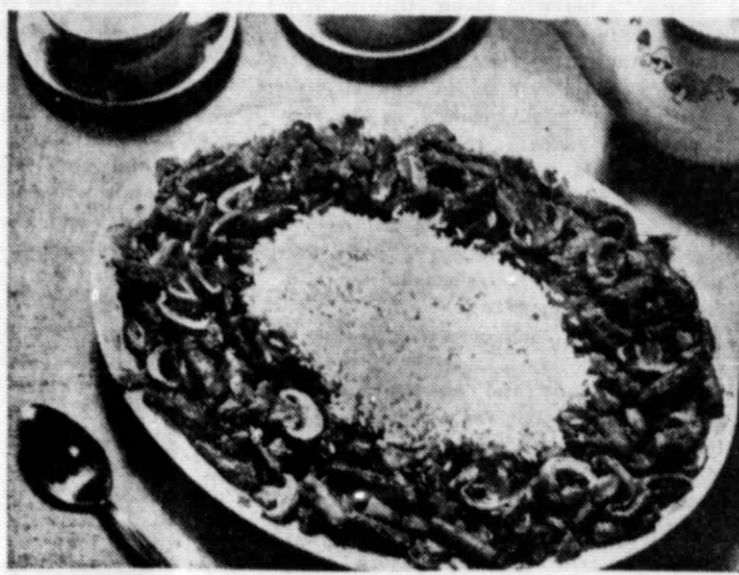
Pattern of the Week



Pattern 9146: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 2 1/2 yards 35-inch fabric. Send Thirty-five cents in coins for this pattern—add 5 cents for each pattern if you wish 1st-class mailing. Send to 170 Newspaper Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with ZONE, SIZE and STYLE NUMBER.

Sarah Anne's COOKING CLASS

BEEF AND ASPARAGUS WITH RICE



- 1 1/2 pounds round steak
- 1/4 cup salad oil
- 1 clove garlic, minced
- 3 tablespoons minced onions
- 1 12-ounce package cut asparagus
- 2 teaspoons salt
- 1/4 teaspoon pepper
- 1 1/2 cups beef stock (or bouillon cubes dissolved in hot water)
- 1/2 pound mushrooms, sliced
- 1/4 cup cornstarch
- 1/2 cup water
- 3 cups hot cooked rice

Cut meat into strips about 3 inches long and 1/4-inch thick. Heat 3 tablespoons of the salad oil

in large skillet. Add meat, garlic, and onions. Cook quickly over high heat, stirring constantly, just until meat loses its raw appearance.

Add asparagus, salt, pepper, and beef stock to skillet and bring to a boil. Lower heat; cover and simmer 8 to 10 minutes, or until asparagus is just tender. It should not be overcooked.

Brown mushrooms in remaining salad oil. Blend cornstarch with water. Add to beef-asparagus mixture, together with mushrooms. Cook until thickened and clear. Serve over the hot rice. Yield: Six servings.

You can give a lift to everyday meals by using pimientos. They add a note of color to salads, seafoods, spoon bread, stews, or sandwiches.

Pimiento Sauce

- 1 cup medium white sauce
 - 2 tablespoons minced onion
 - 6 tablespoons minced pimiento
- Add onion and pimiento to white sauce. Onion may be browned in fat when making white sauce, if desired.

Cheese Pimientos

- Canned pimientos
- Mild cheese, cut in 1/2 slices
- Salt and cayenne
- Flour
- Butter

Drain pimientos thoroughly. Sprinkle cheese with salt and cayenne. Put a slice in each pimiento. Sprinkle with flour. Sauté in butter until cheese melts. Serve as a luncheon dish.

Pimiento Roquefort Sauce

- 1 teaspoon Worcestershire sauce
 - 3 ozs. Roquefort cheese
 - 3 whole pimientos chopped
 - 1 cup French dressing
- Crumble cheese and add, with Worcestershire sauce and pimientos, to French dressing. Mix well. Delicious with cucumbers or with hearts of lettuce salad.

Pimiento and Anchovy Sandwiches

- 3/4 cup pimiento
 - Butter
 - 1/2 teaspoon tabasco sauce
 - 1 tablespoon lemon juice
 - 1/4 cup anchovy paste
 - Salt
- Thin slices of whole wheat bread

Rub pimientos to paste with creamed butter. Season with tabasco sauce, lemon juice, anchovy paste and salt. Butter slices of thin whole wheat bread and spread mixture between slices.

Egg and Pimiento Timbales

- Canned whole pimientos
 - 3 eggs slightly beaten
 - 3/4 cup milk
 - 1/2 teaspoon salt
 - 1/8 teaspoon pepper
 - Few grains cayenne
 - Few drops onion juice
- Mix ingredients. Strain into whole pimientos which have been placed in well buttered timbale molds. Cover with buttered paper. Set molds in pan of hot water. Bake until firm, about 25 minutes, in an oven 350 degrees.

Pimiento Spoon Bread

- 2 eggs
 - 1 cup milk
 - 1 cup water
 - 1/2 cup corn meal
 - 1/2 cup cooked rice
 - 1 teaspoon baking powder
 - 2 tablespoons butter
 - 1/2 teaspoon salt
 - 2 pimientos drained and minced
 - 1 pimiento drained and cut into rings
- Beat eggs. Add milk and water. Stir in meal. Add rice, baking powder, butter, minced pimiento, and salt. Put in buttered casserole. Bake about 30 to 40 minutes in an oven 400 degrees. Garnish with pimiento rings and serve with tomato, cheese or mushroom sauce as a luncheon or supper dish.



ELLIS ISLAND'S LAST "EMIGRANT" — Waving goodbye to his place of work for 30 years, this unidentified Immigration Service employe is one of the last "emigrants" from Ellis Island, 62-year-old gateway to the United States for over 20,000,000 European immigrants. Streamlined processing of immigrants abroad and while en route to the U. S. has made possible closing of the station at an estimated saving of \$1,300,000 a year.



NOTHING TO BLUBBER ABOUT—Greenland orphans in a Copenhagen, Denmark, orphanage enjoy a rare treat, raw whale blubber, taken from stranded whales. It's better than candy, to judge by the expression on their faces.

STRICTLY BUSINESS by McFeatters



"All I said was my living costs had gone down and I wanted a pay cut!"

COUNTRY PLATTERS by LES CARROLL

COUNTRY songwriters must be reading each others' minds these days, as so many new songs have the same theme and similar titles.

The Wilburn Brothers duet "Let Me Be the First to Know," and Wanda Jackson answers, "You'd Be the First One to Know" (Both Decca). King's Jimmy Osborne sings "The First One to Know," while Mac Wiseman (Dot) contributes "I Didn't Know." And Fred Baker (Capitol) does "Maybe She Would Like to Know." Despite similar titles, all have different and beautiful melodies and are excellently performed.

For the Christmas season, Martha Carson and chorus sing "Peace on Earth" and Sonny James has a fine, nostalgic-type number, "Christmas in My Home Town." For the children, Tex Ritter does "Old Tex Kringle" (Capitol).

Hank Snow has a great ballad in "The Next Voice You Hear," and son, Jimmie Rodgers Snow, does a fine job on "How Do You Think I Feel?" with Hank playing the steel guitar (RCA).

The late Hank Williams' "Angel of Death" is a beautiful, melodious sacred number, sung and written by him. Another moving sacred release is "Walkin' and Talkin' With the Lord," by Texas Jim Robertson (MGM).

George Morgan gets excellent choral backing on one of his best releases, "Oceans of Tears," and Carl Smith sounds great in a pretty ballad, "Loose Talk" (Columbia).

Two top girl artists chose love songs as their theme. Mercury's Betty Amos sings the lively "I Will for You," while Charlene Arthur (RCA) does a smooth ballad, "Someone's Used to Be."

OTHER GOOD RELEASES: "There'll Never Be Another Mary" (Johnny Horton (Mercury)); "If You Ain't Lovin'" (Faron Young, Capitol); "Company's Comin'" (Foggy River Boys, Decca); "Ole Pappy Time" (Stuart Hamblen, RCA); "Haunted Blues" (Jimmy Littlejohn, Columbia); "Flower of My Heart" (Skeets Yaney, MGM); "I'm Not Jealous" (Jack Turner, RCA); "Indian Love Call" (Lloyd Ellis, Mercury); "This Ole House" (Stamps Quartet, Columbia); "Hey, Whatta Y'Say" (Al Terry, Hickory) and "No More" (Jack Cardwell, King).

"Hot Flashes Stopped"

or strikingly relieved in 63-80%* of cases in doctors' tests

If you're miserable from the "hot flashes" and accompanying irritable, restless feelings of "change of life"—you may be suffering unnecessarily!

For... in tests by doctors... Lydia Pinkham's Compound and Tablets brought relief from such functionally-caused suffering to 63% and 80% (respectively) of the women tested! Complete or striking relief!

Yes! Research has proved these medicines thoroughly modern in action... has shown you where to look for relief from those distressing, nervous, "out of sorts" feelings of mid-life "change"!

So... get Lydia E. Pinkham's Vegetable Compound—or new, improved Tablets with added iron! (Wonderful, too, for the functional pains of menstrual periods.)

It acts through a woman's sympathetic nervous system to relieve distress of those awful "hot waves"!

PILES SHRUNK without surgery!

IN CASE AFTER CASE PAIN STOPPED!

NEW STAINLESS FORM now ALSO AVAILABLE!

In 90% of cases of simple piles—tested by doctors—amazing Pazo Ointment stopped bleeding, reduced swelling, healed cracking... WITHOUT SURGERY! Pain was stopped or materially reduced. Pazo acts to soothe, relieve itching instantly. In tubes, also modern Suppositories, Oint Pazo® at drug-gists for wonderful fast relief.

NOW WITH NEW NYLON OFFER!

POWERS MODEL NYLONS AT LESS THAN 1/2 PRICE!

Certified \$1.65 VALUE, Only 75¢

KRAFT dinner

See Kraft Dinner display at your grocer's. Nylon order blank on every carton.

Tender, delicious MACARONI-AND-CHEESE home cooked in 7 minutes!

With Kraft Grated for that through-and-through cheese flavor

Best dressed WITH the one and only **Miracle Whip** SALAD DRESSING

Miller's

Extend Seasons Greetings to One and All

Want Ads

LOST—Sterling silver rosary Friday afternoon, in or near Holy Trinity church. Reward. Call Kewaskum 144F2. 1t

WANTED TO BUY—One pair of snow shoes. Tel. Kewaskum 182. 1tp

LOST—Fox terrier, black spotted, stub tail; name, Trixie. Reward. Call Kewaskum 24W. 1t

MR. & MRS. FARMER: One \$195 Lincoln Farm welder for him and one \$37 Electric Blanket for the home—all for the price of \$195. Offer good until Jan. 1, 1955. Offer also applies to Mall Chain Saws. Time payments. MAYVILLE WELDING IND'S. PH. 28W. 12-24-2t

FOR SALE—Hinman milking machine; also stainless steel pail. Ph. Fellenz, R. 2, 2 mi. east of Kewaskum. 12-24-2tp

ICY STEPS? Play safe, let us give you free estimates on ornamental railings before serious accidents happen, and still add beauty and distinction to your home. A most sensible year around gift. Ph. 28W. Mayville Welding Ind's. 12-24-2t

WOMEN WANTED—Make extra money. Address, mail postcards spare time every week. BICO, 143 Belmont, Mass. 12-17-5tp

FOR SALE—30 cu. ft. upright car-

rier deep-freeze. Used 3 years. Priced reasonable. See Bud Schommer, Main St., Kewaskum. 11-12-1t

FOR SALE—Curtiss Candy Co. artificial breeding services; 5 dairy and 2 beef breeds. \$5.00 Call Lester Hafferman, Kewaskum 111 Campbellsport 2743, Lomira 2926. 12-10-1t

FOR SALE—If you want to buy lake frontage, Art Schmidt, Park Falls, Wis. 12-10-1t 7-1

PINKING SHEARS
Only \$1.95 postpaid. Chromium plated, precision made. Manufacturer's Christmas overstock. Guaranteed \$7.95 value or money refunded. Order by mail. Lincoln Surplus Sales, 1704 W. Farwell Ave., Chicago 26, Illinois. 12-10-1t

APPLES—Eating and cooking apples in any amount. Please bring your own containers. Cherry Hill Fruit Farm, 1/4 mi. north, 1/3 mi. west of Batavia, just off Hwy. 28. 9-1-1t

CESSPOOL PUMPING—Cleaning, odorless. Reasonably priced. Tom's Welding Shop, Barton, Wis. Phone West Bend FE 4-5975 11-19-1t 6p

WANTED—Farms for sale. Inquire H. Maaske, Ph. 24, Kewaskum. 1t

**STATE OF WISCONSIN
CIRCUIT COURT
WASHINGTON COUNTY
NOTICE OF HEARING**
In The Matter of a Change of Name for: EUGENE MATERNOWSKI, VIRGINIA MATERNOWSKI, and MARTHA SUZANNE

MATERNOWSKI
Notice is herewith given that at a regular term of the Circuit Court of Washington County, Wisconsin, at the Court House in the City of West Bend, in said county on the 21st day of January, 1955, at 10:00 A. M. in the forenoon or as soon thereafter as counsel can be heard, there will be heard and considered the application of Eugene Maternowski, Virginia Maternowski and Martha Suzanne Maternowski for permission to change their names and designation to Eugene Matern, Virginia Matern and Martha Suzanne Matern, and for consideration and determination of any and all further matters as may pertain thereto.
Dated this 9th day of December, 1954.
S/ William C. O'Connell
Circuit Judge
Goring & Kauth
213 N. Main Street
West Bend, Wisconsin
Attorneys for Petitioners 12-17-3t

**STATE OF WISCONSIN
COUNTY COURT,
WASHINGTON COUNTY
NOTICE OF TAKING PROOFS
OF HEIRSHIP AND
TO CREDITORS**
IN THE MATTER OF THE ESTATE OF ELLA M. WOOD, Deceased.
Application for letters of administration and for taking proofs of who are the heirs, having been filed in the estate of Ella M. Wood, deceased, late of the Village of Kewaskum, in said County; and all the heirs having consented thereto in writing;
Notice is hereby given that all

claims against the said Ella M. Wood deceased, late of the Village of Kewaskum, in Washington County, Wisconsin, must be presented to said County Court at West Bend, in said County, on or before the 29th day of March, 1955 or be barred; and that all such claims and demands will be examined and adjusted and proofs of who are the heirs of said decedent will be taken at a term of said Court to be held at the Court House in the City of West Bend, in said County, on Tuesday, the 31st day of May, 1955, at 10 o'clock in the forenoon of said day.
Dated December 21, 1954.
By Order of the Court,
Milton L. Meister, Judge

SCHLOEMER, STOLTZ & MERRIAM, Attorneys.
Corner of 6th & Hickory
West Bend, Wisconsin
12-24-3t

CARD OF THANKS
Sincere thanks are extended to all our relatives and friends for their kindness and sympathy shown us during our recent bereavement, the death of our dear husband and father, Peter Siegel. Special thanks to Rev. Rodenbeck, the organist, soloist, pallbearers, drivers, ladies who prepared and served the meal, donors of flowers and memorial tributes, traffic officers, Miller's all who helped in any way, and all who showed respect.

Mrs. Peter Siegel and son Fred
NOTICE
TO THE POLICYHOLDERS OF THE THERESA MUTUAL FIRE INSURANCE COMPANY
TAKE NOTICE:
The annual meeting of the company for the election of three (3) directors and to transact such other

business as may properly come before such meeting will be held at Mueller's Annex, Theresa, Wisconsin, on the 8th day of January, 1955, at 1:00 p. m.
John Jansen, Sec'y.
Farmers bought \$369 million worth of U. S. Savings Bonds in 1953, and are expected to buy even more this year.

Gambles YEAR END CLEARANCE
The Friendly Store

*We wish our Customers and Friends
A Very Happy New Year*

Gamble Authorized Dealer
Frank Felix Kewaskum

**WATCH FOR
BIG CATTLE SALE**
SATURDAY, JAN. 8, 1955
AT WAUKESHA SALES PAVILION
(Heated)
WAUKESHA, WISCONSIN

130 Purebred Reg. Guernseys
FROM THE S. O. HOWARD FARM AT BIG BEND, WIS.
WILL BE SOLD AT PUBLIC AUCTION

**64 MILCH COWS---20 BRED
HEIFERS---20 OPEN HEIFERS
23 CALVES---3 SIRES**

COMPLETE DETAILS IN NEXT WEEK'S PAPER
Robt. Seltz, Auctioneer, Mukwonago, Wis.



Best Wishes to Our Friends and Patrons for the Holiday Season

- | | | | | | |
|---|---|--|---|---|---|
| H. RAMTHUN & SON
Hardware & Plumbing | KOCH'S FEED MILL | STANDARD OIL CO.
Norman Jaeger & Roger Reindl | KEWASKUM MUTUAL INS. CO. | FOREST LAKE RESORT
Ma, Bunny, Lenny & Terry Jean | MARVIN A. MARTIN
Insurance |
| FAIR BARGAIN VARIETY STORE
Mr. and Mrs. Ray Casper | REGAL WARE, INC. | SCHULTZ VILLAGE INN | WALTER SCHNEIDER TAVERN | LARRY'S TAVERN
New Fane | WALLACE GEIDEL & SON |
| OSCAR'S SHOE REPAIR | DR. AND MRS. F. E. NOLTING | R. G. EDWARDS M. D. | SERWE'S TAP | DON'S SALES & SERVICE
Radio and Television | COMFORT HEATING
Erich Jeske |
| E. M. ROMAINE
Insurance | SCHAEFER BROS.
Carl and Harry Schaefer | H. W. FICK AGENCY
Insurance | KEWASKUM OPERA HOUSE
& DEI'S DELICATESSEN | BARTON DAIRY
Ted J. Schoofs | P. J. HAUG & CARROLL HAUG |
| STELLPLUG MARKET
"Finer Meats Since 1879" | OURS DRY CLEANERS | HERBERT JUSTMAN
Your Painter & Paperhanger | WM. H. HEINEMANN
CREAMERIES, INCORPORATED | H. J. LAY LUMBER CO. | EDWIN A. BARTELT
Insurance |
| "JIMMY" MILLER'S TAVERN | CORNER DRUG STORE | MILLER STUDIO
and ELECTRIC | HEISLER'S TAVERN
& LIQUOR STORE | BRUHN & BACKHAUS | T. R. SCHMIDT AGENCY
General Insurance |
| WIETOR'S BARBER SHOP | FRANK KRUEGER & SON
Plumbing and Heating | JOHNSON'S RESTAURANT
"Doc" and Alma | BARTELT REAL ESTATE
AGENCY | KELLER'S TAP | SMOLEY'S TAVERN |
| LEE HONECK FARM SUPPLY | A. H. SEEFELDT
Insurance and Honey | EARL H. DREHER
The Wisconsin Life Insurance Co. | FOERSTER'S SALES & SERVICE
Wayne | YOOST MEAT MARKET | MARTIN AND HERRIGES
Shell Oil Co. Distributors |
| A. G. KOCH, INC. | HOMER'S BARBER SHOP | KEWASKUM STATESMAN | SINCLAIR REFINING CO.
Leo Rohlinger, Distributor | LIGHTHOUSE LANES | MYRON PERSCHBACHER |
| McKEE'S TAP | | | | | |

KEWASKUM STATESMAN
PUBLISHED WEEKLY

D. J. HARBECK, Publisher
W. J. HARBECK, Ed.-Business Mgr.
Entered as second class matter Oct. 17, 1896, at the Post Office at Kewaskum, Wis., under the Act of Congress on March 3, 1879.

SUBSCRIPTION RATES:
One Year \$2.50
Six Months \$1.25
Single Copy .05

Around The Town

—Miss Darlene Backhaus spent from Sunday through Tuesday with Miss Barbara Schneider in Milwaukee.

—Mr. and Mrs. Lester Meinhardt and son Mark of Madison, Mrs. Techtman of Milwaukee, Barney Techtman of Fountain City, Mr. and Mrs. Walter Wiedmeyer and family and Mr. and Mrs. Ed. Techtman of West Bend visited over the Christmas week end with Mr. and Mrs. Fred Meinhardt.

—Local relatives were among those who attended the funeral of Mrs. Mary Louise Linsenfeiler, 88, at Fond du Lac Tuesday. She was a sister of Mrs. Addie Van Blarcom of West Bend.

—WANTED — FARMS FOR SALE. INQUIRE H. MAASKE, PHONE 24, KEWASKUM. 5-23-54

—Mr. and Mrs. Norbert Becker of Milwaukee spent the Christmas week end here.

—Mr. and Mrs. Rudy Casper of Waukesha and Harold Casper of Racine visited Christmas with the Ray Casper and Marvin Schaefer families.

—Miss Mona Mertes of South Milwaukee is spending the holiday vacation with her mother, Mrs. Minnie Mertes.

—YES, it's Miller's at Kewaskum for quality home furnishings at most reasonable prices. Open daily until 6, Fridays until 9 p. m. Free deliveries.

—Mr. and Mrs. Harvey Ramthun and family spent second Christmas Day with Mrs. L. C. Kraft at Fond du Lac.

—Mrs. Tillie Zeimet and sons spent the Christmas week end with the Walter Schneider family in Milwaukee.

—Mr. and Mrs. Harold Bunkelman and child of Wilmette, Ill. are spending the holidays with home

folks.

—Christmas visitors at the home of Mrs. Ella Backhaus were Mr. and Mrs. H. Roger Riley of Des Moines, Iowa, Mr. and Mrs. H. O. Backus and family of Oshkosh, Mr. and Mrs. Donald Backhaus and family of Barton, Mr. and Mrs. Sylvester Schmidt and family. Other visitors at the Backhaus home were Mr. and Mrs. Henry Hess and family, Mrs. Lauretta Schneider and sons, Jerry and Rev. Donald, Mr. and Mrs. John Ludwig, all of Milwaukee, and also several friends from Kewaskum. Mrs. Backhaus accompanied the Rileys back to Iowa for a weeks visit.

—SEE FIELDS FURNITURE MART AT WEST BEND BEFORE YOU BUY YOUR FURNITURE, RUGS AND HOUSEHOLD APPLIANCES. YOU CAN BUY FOR LESS AT FIELDS. WHY PAY MORE? FIELDS FURNITURE MART, WEST BEND, WIS., TEL. 988. OPEN FRIDAY EVENINGS, OTHER EVENINGS BY APPOINTMENT. FREE DELIVERY.

—NEW PROSPECT

Mr. and Mrs. George H. Meyer and daughter Edith were dinner guests on Christmas day at the home of their daughter and son-in-law, Mr. and Mrs. Leo J. Ketter near Campbellsport.

Mr. and Mrs. Frank Klostermann, Kolleen and Curtis visited the former's parents at Milwaukee Christmas day.

Mr. and Mrs. Frank Bowen attended the celebration of their son Jerome's birthday at Dundee Sunday evening.

Mr. and Mrs. Richard Trapp, Virginia and Gerald were dinner guests of Mr. and Mrs. Clarence Hill at Fond du Lac Christmas day.

Mr. and Mrs. John Meyer, daughter Karen and sons Jimmy and Joseph of Campbellsport, Mr. and Mrs. Leo J. Ketter, sons Phillip and Danny and daughter Joanne of near Campbellsport, Mr. and Mrs.

David Tennessen, daughters Julie and Jean and sons George and David of Fond du Lac were six o'clock dinner guests at the home of Mr. and Mrs. Geo. H. Meyer Sunday evening.

Mr. and Mrs. Wm. Hintz of Campbellsport, Mr. and Mrs. Walter Jandre of Kewaskum and Mr. and Mrs. Kenneth Jandre visited at the Richard Trapp home Monday.

Mrs. Leo J. Ketter, Joanne and Phillip called on Mr. and Mrs. Joseph Uelmen Tuesday afternoon.

Miss Virginia Blumer, who is attending teacher's college at Mayville is spending her vacation with her parents, Mr. and Mrs. Jake Blumer.

Mr. and Mrs. Wm. Smith of Wisconsin Rapids visited their daughter and son-in-law, Mr. and Mrs. Clyde Smith and family during the Christmas holiday.

Mr. and Mrs. Erwin Matthies visited Mr. and Mrs. George Stolper at Sherman Center Saturday evening and on Sunday called on the former's parents, Mr. and Mrs. Peter Brawandt near Dundee.

Mr. and Mrs. Donald Matthies, daughter Sue and son Dale visited the former's parents, Mr. and Mrs. Erwin Matthies during the Christmas holidays.

Mr. and Mrs. Richard Stern and family visited the former's parents Mr. and Mrs. George Stern Sunday afternoon.

Mr. and Mrs. Joe Koenen of Fond du Lac visited the latter's parents, Mr. and Mrs. Erwin Matthies Sunday afternoon.

Miss Edith Meyer visited the David Tennessen family at Fond du Lac Monday and Tuesday.

On Tuesday evening, Mr. and Mrs. Erwin Matthies called on Mr. and Mrs. George Krautkramer at Beechwood.

—We buy, sell, list and auction lake properties, farms, and small businesses. For quick cash for your property, contact the

LADIES' MINIATURE BOWLING

	Won	Lost
Smoleys	27	13
Johnson's	23	19
Meta's	19	23
Hotel	15	27

(Night of Dec. 16)

High 3 games team—Johnson's 3004; high single game team—Johnson's 1959; high three games individual—Joan Staehler 642; high single game individual—Cora Koenen 258.

(Night of Dec. 20)

High 3 games team—Smoley's 3163; high single game team—Smoley's 1981; high 3 games individual—Mary Ann Gruber 693; high single game individual—Mary Ann Gruber 265.

— Sell it with a classified ad.

OK USED CARS

1953—CHEV. 2-DOOR
1946—PLYMOUTH 2 DR
1951—CHEVROLET 2 DR.

SPECIAL
1954 CHEV. 4-DOOR
STATION WAGON ONLY
\$900 ML. W/POWERGLIDE

1947—FORD CONVERTIBLE
1947—STUDEBAKER COUPE
1947—PONTIAC 4-DR.
1948—MERCURY 4 DR.
1941—CHRYSLER 4 DR.

TRUCKS

1949—CHEVROLET 1 1/2 TON WITH HOIST & PLATFORM
1948—GMC 1-T. W/PLATFORM
1946—FORD TRUCK 1 1/2 TON INSULATED MILK BOY
1948—DIAMOND T 2-TON
1946—DODGE 2-TON
1948—DODGE 1 1/2 TON WITH PLATFORM
1952—CHEVROLET 1/2-TON PICK-UP
1949—FORD 2 TON, 2 SPEED

HONECK CHEVROLET
KEWASKUM PHONE 111
OPEN EVERY NIGHT UNTIL 9

USED CARS
OK

4-H Club News

THE KEWASKUM 4-H'ERS

The meeting of the Kewaskum 4-H'ers was held Dec. 8. The meeting was called to order by Bob Becker, in the absence of the president, at the Kewaskum High school.

The Pledge of Allegiance to the Flag and the 4-H pledge were given. Roll call was taken by each member answering to a breed of dog.

Gwen Edwards gave the secretary's report. The treasurer's report was given by Carol Bier and the dues were collected.

The business meeting included the discussion of our Christmas party. Presents were to be bought for either a boy or girl. Committees were chosen for the party.

Project cards for the following year were handed out to the 4-H members. The cards should be brought to our next meeting all filled out.

The meeting was adjourned.

The refreshment committee for Jan. 12 is Aldwin Seefeldt, Judy Abel, and Diane Becker. Connie Rossow and Carol Miller are to be on the game committee.

Pammy Nolting, Lu La Belle Gelabinski, and Joanne Schmidt served refreshments.

Our Christmas party was held on Dec. 15. Everyone brought gifts of 75c for a grab bag, in which we took our turn at picking a present. Janet Butzlaff, Maureen Borchert, and Betty Kober supervised the entertainment. Carol Bier, Gwen Edwards, and Carol Miller served refreshments.

Reporter

Carol Miller

The Dairy Foods Caravan, a state-wide travelling road show telling the story of milk, will have its premiere at Madison on Feb. 1.

Good yard lighting discourages prowlers, lengthens your working day, and reduces accident hazards when you're moving around after dark, says Carl Neitzke, farm engineer at the University of Wisconsin.

Wanted to Buy

New geese or duck feathers
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'52 OLDS 88 4-DOOR	'49 CHEVROLET FLEETLINE DELUXE 4-DR.
'50 CHEVROLET STYLELINE DELUXE 4-DR.	'48 BUICK ROADMASTER 4-DR.
'51 CHEVROLET STYLELINE DELUXE 4-DR.	'47 BUICK SUPER 4-DOOR
'51 HENRY J. 2-DOOR	'46 CHEVROLET BUSINESS COUPE
'50 BUICK ROADMASTER 4-DOOR	'46 CHEVROLET FLEETMASTER 4-DOOR
'50 PLYMOUTH DELUXE 4-DOOR	'42 CHEVROLET STYLEMASTER 2-DOOR
'49 BUICK SUPER 4-DOOR	'41 CHEVROLET SPECIAL DELUXE 2-DR.
'48 CHEVROLET FLEETLINE AERO 2-DR.	'41 FORD V-8 2-DOOR
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Endlich's

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TEACUP TOPICS

By BETTY ANN
Editor, The Kewaskum Journal Women's Page

Nervous tension affects the beauty of your hair as well as your skin, says Betty Ann. No doubt you've had days when your scalp felt extremely "tight." This is a sure sign that you've neglected to give it the necessary stimulation.

Daily scalp massage is as essential to hair beauty as weekly shampoos and nightly brushings. The oil glands beneath the scalp's surface contain the natural oil which provides hair with gloss and luster. Frequent massagings make for even distribution of this oil throughout the hair.

Here are two professional methods of scalp massage. First, using your favorite hair cream, apply a little to your fingertips. Place your thumbs at the back of your head and let your fingers, not your nails, massage your scalp thoroughly. You'll know if you're doing it correctly, because you'll feel your scalp "loosen" and relax.

It is important you know the difference between scratching your scalp with your fingertips and rotating it with your fingertips for greater stimulation.

Starting at the base of your neck, work slowly toward the sides of the head. Then, work over your ears toward the front of your scalp.

The second method employs a plastic massage brush. This brush contains bristles to act as extra fingers for thorough massage. Using the brush, be sure to massage that section of scalp at the hairline, for that is where some of your powder and make-up collects.

Shoe shopping is no longer as simple as going into a store and asking for a pair of black shoes or brown ones. You'll find yourself confronted with the dilemma of open or closed, high or illusion heels, trim of grosgrain ribbon, nailheads or other decoration choices. It's best to be well grounded in news of the most recent shoe fashion as gathered from experts in Milwaukee shops.

Women will never discard the pump, some say; but this season the pump is no longer plain. Trimmings include grosgrain ribbon, leather bows, nailheads. Rhinestones when sprinkled sparingly, are right for daytime wear anywhere.

There's a daytime level for heels that are whittled down and proportioned for town. And shoe fashion is as evident in the illusion height of two inches as it is in the highest of heels. Stores are stocking more and selling more of the medium height. It's the Italian influence, some claim.

Luster or, as some report, pearlized finishes are the latest. They dress up an afternoon and make the transition into evening. Unusual colors with luster finishes are bronze and cadillac. Both are neutral enough to blend with any color ensemble.

The slim look of toes is gaining prominence: Not the extreme of the spanish toe or the width of the traditional toe, but a taper inbetween. And when the three types of toes are compared, the difference is apparent. The new tapered toe is more gradual, flattering and at the same time comfortable.

Graphite gray is going to take the edge off the prominence of black, some claim. It's good when worn with black and blends well with many colors. Black is still predicted to lead in popularity, and browns, from light to dark, will be prevalent. There will be a continuance of avocado and red as accent shoes, and a little blue, in bright and light hues, will be seen.

Sandal toes can be open or closed, with the rule for evening being the more open, the better. Backless shoes, with straps strategically placed or with a built-in spring, are in fashion's favor for after dark.

Fashion is fashionable only if it looks well on you. If you have a short neck, for instance, fat, little fur collars, muffling scarfs, longer neckline curls, all current fashions, are not for you. They cover the neck completely and make you look shorter.

Before you start to wipe off the surface of your telephone with a well wrung out soapy cloth, stretch a rubber band over the two prongs the receiver rests on. This will prevent its giving a busy signal if anyone calls your number during operation cleanup.

The SNAPSHOT GUILD



Take your flash camera outdoors at night. You can make interesting pictures against the darkness which forms a perfect background.

Flash Pictures at Night

All flashes that come in the night needn't be lightning. Some of them ought to be coming from your flash camera. Pictures of people taken outdoors at night may seem like a strange idea at first thought, but there's certainly nothing difficult about getting them—and they are different.

Of course, you can't illuminate a large area with one little flash bulb. But by shooting at about six feet, you can't miss. The flash will light your subject and the darkness of the night will give you a perfect background for them.

As the Christmas season approaches, carollers will be making their rounds. Pictures of small groups of them will make an interesting addition to your holiday snapshots. The traditional pose

of the two carollers beside a street lamp which sheds light on the sheets of music they hold, is well within the reach of your simple camera with flash attachment.

Don't worry about the street light. The flash is so much stronger at its peak that the other light won't matter at all—except to add interest to your picture.

Outdoor nighttime activities such as skating parties, sleigh rides, and the like, offer wonderful opportunities for your flash camera.

One of the very best things about taking your flash camera outdoors at night is that the resulting pictures are so very impressive. It's hard to believe that you can do them with the simplest of cameras.—John Van Guilder

One Minute Quiz

1. Who won the UCLA-Southern Cal game?
2. What is the nickname of the Minneapolis basketball team?
3. Who are the Baltimore Bullets?
4. With what sport do you associate the Detroit Red Wings?
5. Who is the new manager of the Detroit Tigers?

THE ANSWERS:

1. UCLA, 34 to 6.
2. The Minneapolis Lakers.
3. Baltimore's professional basketball team.
4. Hockey.
5. Bucky Harris.

Why it it, when men or women act like children, they always imitate the worst characteristics of childhood?

THESE WOMEN!

By d'Alesio



"I'm glad you dropped in, Julius. Mother just baked a cake!"



EIGHT GOOD OMENS

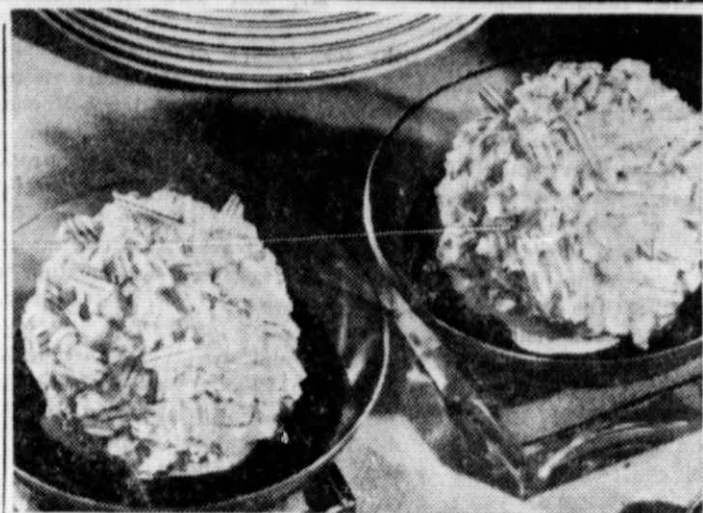
Do you need some items for your bazaar or gifts? These eight delightful panholders will solve your dilemma quickly and easily. Just use them for using up those left-over scraps! All eight designs on one large hot iron transfer sheet which will stamp several times. C9713, 20c. Send orders to Handcraft Service (The Colonial Co.), Journal Pub. Co., Inc., 1243 Swift, Kansas City 16, Mo.

Peppermint Snowballs

Crunchy bits of red and white striped peppermint candy top a big scoop of vanilla ice cream for a sparkling, colorful ice cream treat. The gay striped snowballs are doubly good with plenty of creamy chocolate sauce. For something different, but quick and easy—here's a combination that will be a favorite.

PEPPERMINT SNOWBALLS

- 8 servings
- 1 quart vanilla or chocolate ice cream
 - 2 cups crushed hollow type peppermint stick candy
 - Chocolate sauce
- Form ice cream into balls with a scoop or spoons. Roll the balls in crushed peppermint stick candy and serve topped with chocolate sauce. Mint sprigs may be used for a garnish.



CHOCOLATE SAUCE

- Yield: About 1 1/4 cups
- 1/2 cup cocoa
 - 1/2 cup granulated sugar
 - Dash of salt
 - 1 cup light corn syrup
 - 1 cup hot water
 - 2 tablespoons butter
- Mix the cocoa, sugar, and salt together well. Add the

corn syrup and hot water, stirring until smooth. Cook and stir over a low heat until the mixture boils. Cook without stirring for 15 minutes or until a small amount of the mixture forms a jellied mass in cold water. Take from the heat, add the butter, and mix well. Store in the refrigerator in a covered jar.

Arctic Becomes Vital Area

Dr. Vilhjalmur Stefansson, the "Prophet of the North," startled the early 20th century by heralding the Arctic as a self-sustaining region friendly to man. Now at 75 he sees his predictions approach reality.

Stefansson was born of Icelandic stock in Arnes, Manitoba, Canada, on November 3, 1879. From his youth he maintained close ties with the United States, as a college student in North Dakota, Iowa and at Harvard University, as a resident of New York City and New England, and as a lecturer.

He now lives in Hanover, N. H., seat of Dartmouth College which acquired his 50,000 volume library in 1953. He is assisting Dartmouth in its program of northern studies and is writing an autobiography.

On January 10, 1919, the National Geographic Society awarded Dr. Stefansson the Hubbard Medal for his discoveries in northern Canada. On that occasion he was introduced by two other famed Arctic explorers, Rear Admiral Robert E. Peary, discoverer of the North Pole, and Major General A. W. Greely.

"Stefansson," said Admiral Peary then, "is perhaps the last of the school of Arctic explorers, the worker with the dog and the sledge, among whom he easily holds a place in the first rank." Stefansson, Peary declared, mixed intelligence, persistence and will power with the Eskimo's skill to develop a self-supporting way of life in the far north.

As interpreter of the "friendly Arctic," Stefansson had set about to eradicate unfounded notions, principally that all Arctic lands are unproductive and forever icebound. He pointed to the polar skies as potential air lanes between northern Europe, North America and Asia.

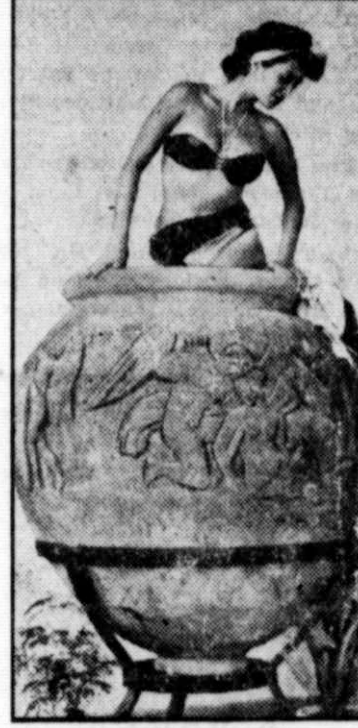
A few decades after he broached these ideas, industry marched northward for raw materials. Only months ago a 357-mile railroad carried its first load of iron ore from the remote Ungava deposits on the Quebec-Labrador boundary. To the west, prospectors are today feverishly scanning the border between Saskatchewan and the Northwest Territories for uranium.

Farther north, Canada and the United States are planning a huge radar warning system to guard the continent's vital heartland from sudden attack. The United States Air Force now regularly flies weather planes over the North Pole itself. Twelve days after Dr. Stefansson's birthday an international air line opened twice-weekly service between Los Angeles and Copenhagen via northern Greenland.

Hazardous Trip
In the spring of 1914 Stefansson and two companions trudged 600 miles from Alaska over the moving pack ice of the Beaufort Sea. Equipped with one sledge, six dogs and food for only 40 days, they worked northeast from floe to floe, sometimes against contrary currents. Mostly they lived off seals they were able to kill, until—after 96 days—they reached land near Banks Island. By the outside world they had been given up for dead. Instead, an old theory died: that no life existed on the polar seas.

In later expeditions Stefansson discovered Brock and Borden Islands. By 1917 he had explored more than 100,000 square miles and traveled 20,000 miles by sled and dog team alone, often thru none-too-friendly pools of melted snow.

"The dogs had to swim and the sledge floated after them," Stefansson related. "We had in the bottom of the sledge two or three empty tin cans which acted as buoys, and the men walked with the sledge to keep it from capsizing while I waded ahead. This is much more unpleasant work than sledging at 50 below zero."



THIS'LL "JAR" YOU—Prettiest flower ever to blossom from this ancient Sicilian urn is Aurora de Alba, Spanish-born actress who lives in Taormina, Sicily. Not quite fitting the urn, the "flower" had to remove some of her "petals" to pose for this picture.

Factual News About The Eyes

Slow reading is an expensive waste of time, the Better Vision Institute points out. It has been estimated that, if every American over 15 who reads for two hours or more every day were trained by a vision specialist to read properly, the time saved—valued at 50c an hour—would be worth \$5 billion.

In a number of cases, cataracts appear to have been brought upon young people by allergic reactions, according to the Better Vision Institute. Sometimes allergy to penicillin seems to have been the disturbing factor.

It's dangerous to wear ready-made reading glasses that you select for yourself. Three out of every four eyeglass-wearers past the age of 45 need bifocal or trifocal lenses. Moreover, many of them need cylindrical lenses to correct distortion or lenses of unequal power for the two eyes, and 3.56 percent have eye or bodily diseases which would be detected in an eyesight examination. Only 3.8 percent have visual errors that could be corrected with ready-made reading glasses—if they were lucky enough to select the right ones.

The mania for speed in work and results often explains many of the mistakes that cost money.



FASHION RINGS THE BELLE—Whether it's in the Congo or for the Congo, rings make fashion news this year. At left, a member of the Bashi tribe in the Belgian Congo models the dozens of thin wire ankle rings considered high fashion by Congo-belles. At right are shown shoes fashioned with jewelled rings and pendants. They're just the thing for evening wear, according to Italian stylist Fontalco, who is displaying his creations in Rome.

Bible Comment:

Jesus Taught True Worth Of Giving

WHEN Saint Paul was leaving Miletus after having called the elders of the Christian Church at Ephesus to hear his words of farewell before his last visit to Jerusalem, he bade these Christians to remember the words of the Lord Jesus: "It is more blessed to give than to receive."

No words could express more accurately the spirit of all that Jesus had said and exemplified in His life and death. Nor could any words express more pointedly the challenge of Jesus and His teaching to the ideas and actions of what He called "the world."

Getting and receiving is such a normal process of life and is so natural to happiness and welfare that we might well ask whether Jesus was right in declaring that it is more blessed to give than to receive.

We may ask, but there is only one answer. And the answer is found not only in some spiritual blessedness that compensates for the giving or renunciation of some material possession or treasured thing.

Jesus offered men rest. "Come unto me . . . and I will give you rest."

Yet rest is the one thing that men, rich, poor, old, young, sick or well, cannot do without. That offer of rest by the Master was supreme in its insight into human need.

So, in this matter of the blessedness of giving in any large and spiritual reality, the assertion that it is more blessed to give than to receive is an extension of much that is true in normal living. The giving of parents to their children, the giving by lovers to loved ones, the innumerable acts of graciousness and self-sacrifice in which men and women find supreme satisfaction, bear witness to the testimony of Jesus.

Generally

Women can keep a secret just as well as men, but it generally takes more of them to do it.—The Lifeline, U. S. Naval Station.

Definition

An optimist is a guy who sees a light where there is none; and a pessimist comes along and blows it out.—The USS Mattole Oil.

Ten Word INTELLIGRAM

Check the correct word:

1. Christmas has been observed on Dec. 25 since the year (20) (300).
2. The pagans (did) (did not) have a celebration at this time of year.
3. The use of mistletoe in Christmas decorations is of (pagan) (Christian) origin.
4. The portrayal of the Nativity in form of a Christmas Crib was popularized by (St. Francis of Assisi) (German monks).
5. Advent, the religious season preceding Christmas, is the (beginning) (end) of the ecclesiastical year.
6. If you celebrated "Kerstmas" you'd be in (Germany) (Holland).
7. The Christmas tree, as we know it, developed in (Germany) (Norway).
8. The earliest evidence of celebration of the birth of Christ comes from (Egypt) (Italy).
9. The Wise Men brought the Child Jesus gifts of gold, frankincense and (myrrh) (precious stones).
10. Burning of the Yule log originated in early (England) (Sweden).

Count 10 points for each correct choice. A score of 0-20 is poor; 30-60, average; 70-80, superior, and 90-100, very superior.

Decoded Intelligram

1-300-2-Dial-3-Pagan-4-St. Francis-5-Beginning-6-Holland-7-Germany-8-Egypt-9-Myrrh-10-England

SPORTS AFIELD

By Ted Kesting

So far as most sportsmen are concerned, even if Theodore Roosevelt had never been president, he would have been famous as a hunter. He killed a tremendous amount of game—and yet he did more for conservation in this country than any other American sportsman.

As president he put into action measures that created five national parks, four big-game refuges, 51 bird sanctuaries, and many laws to safeguard the wildlife of our country.

Roosevelt shot his first deer in the Adirondacks, when he was an undergraduate at Harvard. Later, throughout the West he shot mountain sheep, elk, black-tailed deer, cougar, black bear and grizzlies.

In 1909, after his second presidential term, Roosevelt set off on his famous African trip. For months he hunted specimens for the Smithsonian Institution. The record of his game on this safari included eight elephants, seven hippopotami, nine lions, and rhinoceroses, great bustards, wild-beests, zebras, pythons and water buffaloes. His rifles were a .30-caliber army Springfield, a Winchester .405 and a double-bar-

reled 500-450 Holland. He also carried a Fox 12-gauge shotgun and a gold-mounted rabbit's foot!

Roosevelt was never a single-minded killer. By nature he was a sharp observer of wildlife and anyone who reads *African Game Trails* is aware of his keen interest in everything he saw.

In 1913, when he was 55, he set off to Brazil to get plant and animal specimens. At the suggestion of Brazilian authorities the party also undertook to trace the course of the uncharted Rio Negro. Not even on San Juan Hill or in Africa had Roosevelt faced greater dangers. Heavy rains hampered the party's progress, food was scarce, insects made their lives a torment, often they had to cut a path through the steaming jungle. Hostile Indians continually menaced them.

Roosevelt fell and injured his leg; infection, blood poisoning and fever set in. He never completely recovered from the rigors of this trip and in 1919, surrounded by the many trophies of his vigorous hunting life, he died in his sleep at Sagamore Hill which just last June was dedicated as a national shrine.

Cotton Consumption Sets New High Despite Synthetic Textiles

Despite increasing competition from synthetic textiles, which some expected to crowd cotton rather seriously by 1954-55, the International Cotton Advisory Committee reported recently that consumption of cotton in the free world reached a record total in the year ending the first of August.

Consumption was reported to be one million bales over that of the previous season and half a million over the previous record, set in 1950-51. The main reasons for this increase was reported to be the rejuvenation of textile industries in Western Europe and Asia.

The International Cotton Advisory Committee is a committee looking into the facts on cotton consumption in cotton industries and represents some thirty major cotton-producing and consuming countries. It reports world production of cotton in 1953-54 climbed

to a new record of 29,500,000 bales.

The most important report of the Committee is its estimate on consumption for 1954-55. The Committee believes there is little reason to expect any reduction in consumption and, therefore, consumption is expected to continue for another year at a record pace.

This is encouraging news to the cotton industry, in view of the fact that many U. S. industries have begun production of synthetic fibers, which are, in some cases, superior to cotton for certain uses. Despite the growing acceptance of synthetic fibers, and their growing use, cotton consumption continues to rise.

If the United States did not already have a large surplus of cotton in storage, most of it held by the Government, the cotton outlook would not be impaired to any significant degree. However, the Committee reports that, as of the first of August, over 17,500,000 bales are in the carry-over. That is two million bales more than in 1953, and the highest carry-over since 1946.

Weather In '54 Breaks All Rules

Four full weeks of hot weather, shattering temperature records of long standing in many parts of the eastern United States, made early autumn, 1954, a fuel dealer's nightmare.

The period dealt drought to the southeast and flood to the Chicago-Gary region, where two early October deluges added up to more than one-third of the area's average annual rainfall of 33 inches. It demonstrated a maxim of weather men that nothing is more normal than a streak of abnormal weather.

Floods, Droughts, Hurricanes

Other crazy weather touches have marked the year, says the National Geographic Society. West Texas' four-year-old drought had reduced the Rio Grande by March to "the world's dustiest river," carrying one-fourth its 30-year average flow. Heavy rains broke the drought in mid-May, and late in June created a flood that isolated Laredo and forced thousands to flee their homes in the path of the swelling Rio Grande.

June weather flooded the Des Moines River and produced Lake Michigan's 10-foot seiche, or "tidal wave." The varying wallops packed by Carol, Edna, and Hazel were normal abnormalities of the August-to-November hurricane season.

The United States Court of appeals in St. Louis recognized the weather's capacity for outwitting mere man when it ruled in February that the Weather Bureau can not be sued for making forecasts that prove incorrect. The suits concerned forecasts of flood stages on the Missouri River at Kansas City during the 1951 rampage.

Blizzards, gales, and floods struck central Europe beginning with 1954's first week. Alpine avalanches took 149 lives. Heavy Alpine snows featured the continent's coldest July 1-15 in many decades. The flooding Tigris in March drove half a million Iraqi to higher ground in the region of the Garden of Eden.

All these conditions pale by comparison with a damaging drought followed by deluge along the lower Brahmaputra River last spring. Some 20,000,000 people were made homeless in East Pakistan and Assam by monsoon rains that continued far beyond 40 days and 40 nights. The League of Red Cross Societies reported more calls for flood relief during the summer than ever before in its history.

Assam vs. Kauai
Near Cherrapunji, on the south slopes of Assam's Khasi Hills, 684 inches of rain were recorded in the first nine months of 1954. Since the rainiest season is now over, this frontier will hardly break the world-record 900-inch total for one year already credited to it. Averaging more than 400 inches a year, it has a close rival in the western slopes of Hawaii's Kauai Island.

Cherrapunji steamed through 241 inches of rain in August, 1841, alone. Three-fifths of that fell in five days. The world's wettest day, however, is credited to Baguio, Luzon, one-time summer capital of the Philippines, where 46 inches fell during 24 hours in mid-July, 1911.

New Smyrna, Florida, holds the 24-hour rain record for the continental United States with 23.22 inches on October 10-11, 1924. Camp Leroy, California, measured 26.12 inches in a two-day downpour in January 1943. The 365-day average for the United States as a whole is only 29 inches.

Meteorologists, busy in far greater numbers today than ever before, leave no earthly or cosmic cloud unturned to solve the weather's secrets. The four seasons are slowly getting warmer, most of them agree.

A notable current study of heavy rainfall is that of Dr. E.

G. Bowen in Australia. Finding periodic recurrence of deluges at uniform dates every few years, the research now explores the possibility that meteor trails regularly crossed by the earth in space may provide dust that is responsible for large-scale seeding of moisture particles.



1. Who was the author of "Guys and Dolls"?
2. How old is Ezio Pinza?
3. Who wrote: "Praise the Lord and Pass the Ammunition"?
4. What is the accepted birthstone for the month of February?
5. What is the flower for the month of December?
6. Where is Lebanon?
7. What are the dimensions of Lebanon?
8. What is the meaning of the name, Korea?
9. What is the land area of Continental France?
10. What is the estimated population of France?

Health & Beauty

NEURITIS

Patients often come into the offices of physicians, complaining of rheumatism. A careful examination frequently disclosed the fact that the trouble is neuritis which means inflammation of nerve or nerves.

The nerves run from the brain and spinal cord to all parts of the body. There are two different kinds of nerves, those of feeling (sensory) and those of motion (motor). Every function of the body is controlled by nerves, even the sweat glands and the blood vessels.

Nearly all nerves are made up of bundles of fibers, some of which are sensory and some motor. That is why a sore nerve usually causes pain as well as muscle weakness. If a motor nerve is much affected, the muscles which it supplies do not function properly, they are either wholly or partially paralyzed. If the sick nerve is sensory, the symptoms will be pain, pricking and tenderness.

There are two types of neuritis: the local, in which one nerve or those contiguous to it are affected, or the multiple in which all of the nerves of the body are involved.

Local neuritis may develop in any part of the body. It is often brought about by cold and exposure.

For instance, a person may get chilled while riding in a motor car with a cold wind blowing on his face. He will probably have a dull pain on the side of his face after a night of sleep. This may continue for a day or two. The pain is slight so he pays no attention to it. On looking in the mirror, however, he is amazed to see his mouth twisted to one side.

By and by he discovers that his eyelid droops, and he has no control over it. Eating is a humiliating performance, for the food has a tendency to drop out of his mouth. He is exceedingly alarmed, for one side of his face is paralyzed.

This is a paralysis of a motor nerve that supplies half of his face. With proper treatment he will recover usually without leaving a trace of the deformity. There is little or no pain in the face during the attack because it is a motor, and not a sensory nerve that is affected.

Then there is a large nerve that comes out low down in the back and runs down the leg. It is called the sciatic nerve. When it is inflamed, it is very painful and

HERE'S HOW . . .

MAKE A TOOL CABINET

A tool cabinet keeps tools neat and clean and safe from children.

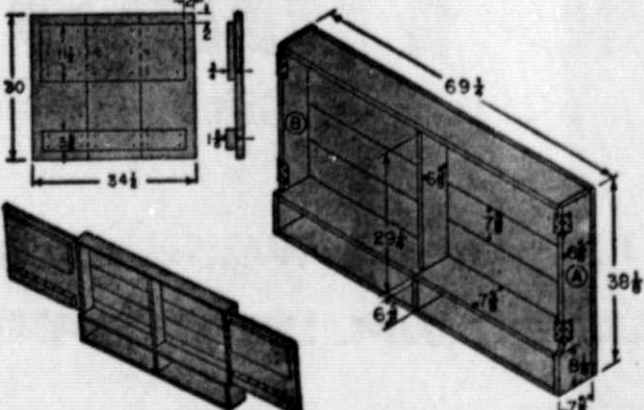
The cabinet is made of 3/4-inch finished lumber, and is assembled with No. 6 wood screws, 1 1/2-inches long, countersunk.

Each door is made of three pieces of lumber 1 1/4 inches wide, cleated together at the bottom with a piece of 2 by 4, and at the top with an 1 1/2-inch board. The 2 by 4, with holes bored in its upper edge,

serves also as a rack for bits, punches, etc.

The doors are hung on 3-inch hinges, recessed in both the doors and the cabinet ends to the thickness of one hinge leaf.

The cabinet is fastened to the wall with 3-inch lag screws, 3/4-inch in diameter. For a brick, concrete or cinder block wall, drill holes 2 inches deep and 3/4 inch in diameter and insert expansion shields for the lag screws.



National Lumber Manufacturers Association

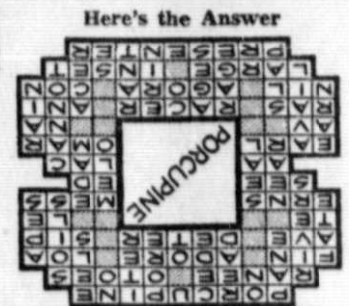
WEEKLY CROSSWORD PUZZLE

Large Rodent

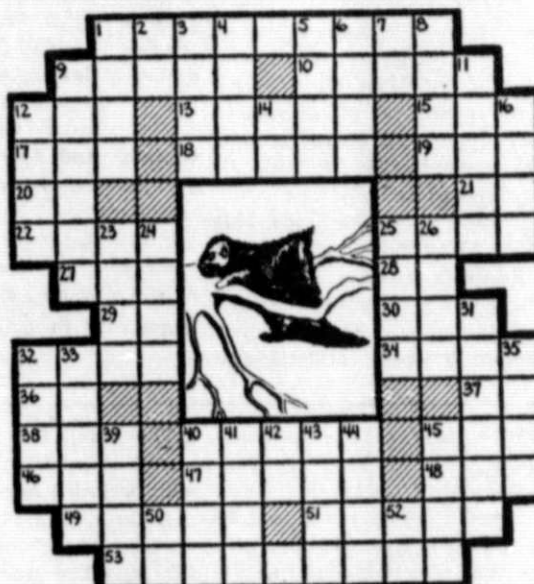
HORIZONTAL

- 1 Depicted animal
- 9 Hindu queen
- 10 Siouan Indians
- 12 Fish part
- 13 Idolize
- 15 African worm
- 17 Hall!
- 18 Hinder
- 19 Slight taste
- 20 Symbol for tellurium
- 21 French article
- 22 Sea eagles
- 25 Disorder
- 27 Observe
- 28 Diminutive of Edward
- 29 Rough lava
- 30 Varnish ingredient
- 32 Nobleman
- 34 Persian tentmaker
- 36 Average (ab.)
- 37 Symbol for sodium
- 38 Short-napped fabric
- 40 Speedster
- 45 Blackbird of cuckoo family
- 46 Nothing
- 47 Greek market place
- 48 Against
- 49 It is a rodent
- 51 Insert
- 53 Introducer

Here's the Answer



- 4 Grant
- 5 Minute skin opening
- 6 Passage in the brain
- 7 Negative reply
- 8 Lampreys
- 9 Smudges
- 12 Destiny
- 14 Overtime (ab.)
- 16 Mimics
- 23 Approach
- 24 Fur-bearing aquatic mammal
- 25 Song (comb. form)
- 26 Type of cheese
- 31 It — shoot its quills voluntarily
- 32 Merit
- 33 Profit
- 35 Precipitation
- 39 Blow with open hand
- 40 Fury
- 41 Eras
- 42 Symbol for cobalt
- 43 Ireland
- 44 Rave
- 45 Maple genus
- 50 Railroad (ab.)
- 52 Symbol for selenium



Answers to Who Knows

1. Frank Loesser.
2. He's now 61.
3. Frank Loesser.
4. The amethyst.
5. Either the narcissus or the holly.
6. A strip of land along the Mediterranean littoral in southwest Syria.
7. About 120 miles long and 30 to 35 miles wide.
8. Chosen.
9. 212,659 square miles.
10. Population: (U. N. estimate 1951) 42,239,000.

renders walking difficult and often impossible. There are many causes for neuritis, chief of which is infection.

VICTIM DRAGGED 5 MILES

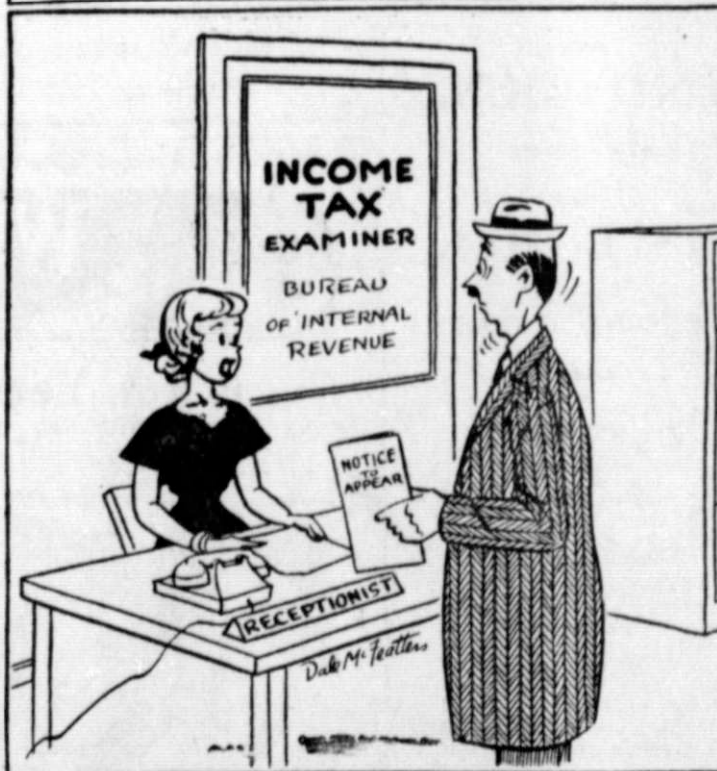
East Brunswick, N. J. — Mrs. Grace S. Frank, 23-year-old mother of three children, was recently killed when hit by a car and dragged 5 miles on its bumper. The driver of the automobile, Norman F. Childers, 43, of Milltown, N. J., told police he didn't know about the body until he was flagged by another motorist. He said he had felt a bump as he traveled on Route 18, but wasn't aware that his car had struck anything.

The woodcock's tiny eyes are set well back in his head so that, like the gooney bird, he can see where he's going. This sometimes leads him to crash into branches. —Sports Afield.

The first autoloading shotgun was conceived by John M. Browning.—Sports Afield.

STRICTLY BUSINESS

by McFeatters



"He's busy at the moment. Care to sit down and sweat it out?"

Ticklers

By George



"Every guy thinks he's different—that's why they're all alike."

Behind The Scenes in American Business

By Reynolds Knight

NEW YORK — Americans, who for generations have referred to prosperity as "eating high on the hog," will have to find some other phrase for good living. Ever since 1944, during a period of unexampled plenty, we have been eating less pork in each succeeding year.

Beef supplies have always fluctuated more than pork, but even at their recurring peaks have equalled pork poundage only twice between 1935 and 1953. But this year beef supplies will approach a record 80 pounds per person, as pork falls off to little more than 60 pounds.

These figures have significance far beyond the regions where pork and beef start out in life as pigs and calves. Chicago's big packers are tearing down some of their facilities especially fitted for hog slaughter. Some regional pork packing plants also are being torn down.

Cattle raising, taking just the opposite course, has spread eastward. The pastures of the Old South harvest vast quantities of beef, and there are Herefords and Angus grazing a few miles from New York City. Livestock economists say much of this beef crop is taken from land which requires dollar steak to work out at a profit, and the dollar steak of 1951 can be bought for 79 cents today.

Much of the grain in the vast Corn Belt, which used to be walked off the farm as pork, now is sold as grain to feed poultry, and in some cases it walks off as beef instead of pork. For those reasons, the swing away from pork has been profitable for everyone concerned. If in some less prosperous time we must swing back, some farmers and more eaters may get hurt.

BRIGHT PICTURE — The current building boom, which has done so much to vitalize the nation's economic life during the postwar period of readjustment, shows every sign of even greater activity in the year just ahead. Government experts foresee a record-breaking \$39.5 billion being expended in new construction in 1955, an increase of 7 per cent over the sum spent in 1954.

This vigorous activity will mean, of course, a continuation of high levels of production in all other related industries, thus stimulating healthy conditions throughout the entire economy. Manufacturers of clay tile, for instance, look for continued capacity production.

An outstanding reason, sometimes overlooked, for today's housing demand is the large scale of the postwar population shift to the suburbs. Out of a population now about 162 million, almost one-third enjoy a suburban way of life. These are the people who want larger families and bigger homes for them, with such quality features as clay-tiled bathrooms and kitchens. In good part, these forward-looking, confident families constitute the driving force behind today's housing demand.

THINGS TO COME — A jelly-like paint that won't run down the do-it-yourselfer's arm or drip onto the floor . . . A scary plastic robot that walks and talks, first devised as a movie promotion gimmick, is offered as a Christmas toy . . . A robot toll collector may speed your way through the growing net of turnpikes. Don't try to gyp it; it will photograph your license plate as you drive off . . . A machine being offered restaurants makes just three pancakes from an envelope of mix, browns them on both sides and rings a bell when they are done.

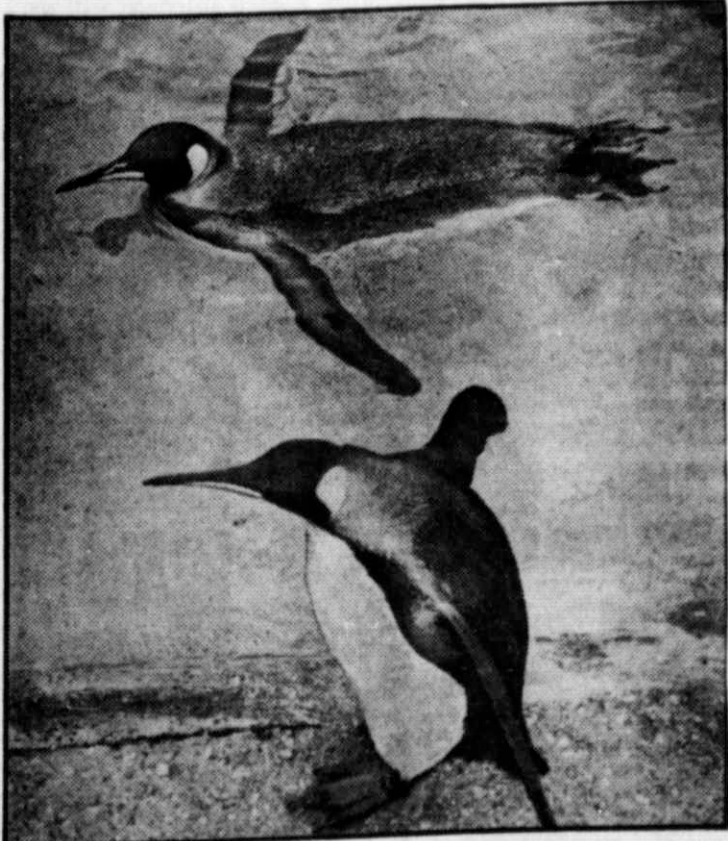
GREAT TASK NEAR END — Last week the Senate-House Committee on Defense Production reported that the industrial mobilization into which this country was shocked four years ago by the attack in Korea had come a long way toward achievement.

In private investment, capacity to produce 24 million tons of steel annually has been added, aluminum reduction capacity has been doubled, electric generating capacity has been increased 35 million kilowatts, and oil refining facilities for 8 million barrels a day have been built. Accelerated amortization certificates—a device by which the industry borrows some of its earnings back from the tax collector for as much as five years—have spurred \$18 billion worth of the nearly \$100 billion private construction in the period.

More than \$155 billion has been appropriated for military procurement and construction, and \$93 billion of this has been expended. Strategic stockpiles of nearly all scarce and valuable materials are at safe minimum levels.



THERE'S NOTHING TO IT—Take it from California inventor Lawrence Wahlstrom, who is adjusting his multigear mechanical marvel prior to its appearance on a New York TV show. There's nothing to designing a complicated machine drive in the world (circled), the complicated device accomplishes with much display of energy what many people would like to do—exactly nothing.



HERE'S HOW—Swimming instructor at the London Zoo's penguin pool gives a lesson in the fine art of pinfeather propulsion to a dry-land neophyte. Penguin on shore is spoiled by relatively mild climate of England, and doesn't want to get his tuxedo wet.

Shafer, Badger Council Scout Executive Resigns

PETERSON, LANDMANN OF KEWASKUM ON SELECTIONS COMMITTEE TO INTERVIEW SUCCESSORS

Howard Bauman, West end, president of the Badger Council, announced Monday that Lloyd Shafer, scout executive of the council since July 1, 1942, has submitted his resignation effective Feb. 1, to become associated with Camp Strongheart for boys.

A selections committee with Charles Ludden, Fond du Lac, as chairman has been appointed. All districts of the council are represented. The committee is as follows: Ed Fox, Paul Schultz, Ben Sadoff, Frank Carney, Dr. Karl K. Borsack, Ronald Hill, Fond du Lac; C. J. Kleinbans, Campbellsport; Michael Maier, Jr., Dr. Howard Bayley, Jr., E. M. Katzenmeyer, Beaver Dam; Alfred Verner, Howard Tanner, Waupun; Harry Thayer, Walter Obenberger, Frank Smith, Ed Karcheski, Hartford; L. N. Peterson, Paul Landmann, Kewaskum; Stanley Hetland, Howard Bauman, West Bend; Ott Redemann, Ripon; Ken Royer, Mayville. It will be their duty to interview qualified successors recommended by the Division of Personnel Service of the Boy Scouts of America and suggest the approval and hiring by the executive board of the council early in 1955. The committee held its first meeting at Scout Headquarters, Fond du Lac, Thursday, Dec. 30 at 7:30 p. m. William C. Morgan, deputy regional Scout executive, of Chicago, will serve as regional advisor.

During the past years of Mr. Shafer's executiveship, the council has been consolidated into four working districts and has grown from a membership of less than 1,000 to where the council now serves over 4,000 or more boys and adults annually in over 100 active Cub, Scout and Explorer units.

Camp Shaginappi, the council camp, has been expanded in facilities with the addition of several buildings such as the workshop, winter quarters and handier cabin. The equipment and program of the camp, along with the year-round use of camp and the desire to have as large a number of boys and leaders camping as possible, has resulted in a good record by the council in the camping field. Just recently a new cooks' and nurse's cabin has been started and over 90 acres of land has been added to the camp property.

Additional staff men have been added to the council. The headquarters has been set up and recognized as one of the finest in this section of the country, and a most

CAMPO Theatre Campbellsport

SUN.-MON. JAN. 2-3
Mat. Sun. 2:00 (One Show)
2 Shows Eve. 7:00 & 9:00
"BEAU BRUMMELL"
STEWART GRANGER
ELIZABETH TAYLOR

TUES.-WED.-THURS. JAN. 4-5-6
"ABOUT MRS. LESLIE"
SHIRLEY BOOTH
ROBERT RYAN

FRI.-SAT. JAN. 7-8
DOUBLE FEATURE 7 & 9:25
"THE MAVERICK"
WILD BILL ELLIOTT
PHYLLIS COATES
— AND —
"KILLERS FROM SPACE"



NEW BRAVES COLOR MOVIE NOW AVAILABLE TO GROUPS

Film strips from the new movie, "Home of the Braves," receives the attention of two Milwaukee Braves and two members of the Miller Brewing Company's sports promotion department. The color movie which follows the Braves' spring training through the 1954 season, is being made available by the Milwaukee brewery, in cooperation with the Milwaukee Braves and the National League, for showings before business, athletic and

progressive program of advancement and activities has been featured throughout the years. The Badger Council, now recognized as one of the leaders of the rural urban councils, was recognized at the last national annual meeting of the Boy Scouts of America at Washington, D. C. by the presentation of a plaque to President Bauman and L. N. Peterson, Kewaskum, for growth in rural Scout units during the past year.

Mr. Shafer will be joined in the camp by Karl G. Shaw of Fond du Lac. The past four years Mr. Shaw has served as district salesman of the U. S. Machine Division of the Stuart-Warner Corporation for north central Wisconsin, especially responsible for Winkler Heating Equipment. The camp with which they will be associated with is Camp Strongheart, located on Lake Tomahawk midway between Lake Tomahawk village and Woodruff, Wis.

KEWASKUM OPERA HOUSE Tavern & Ballroom SAND WICHES

at all times
HALL FREE
for all
WEDDING DANCES

DEI'S DELICATESSEN

BAKED HAM
POTATO SALAD
ROLLS

OPEN EVENINGS
AND ALL DAY SUNDAY
Complete Line of Groceries
and Lunch Meats

Kewaskum Opera House Building

the program for the summer season.

Mr. and Mrs. Shaw will move to Camp Strongheart Jan. 14, to develop a year-round home and infirmary building for living quarters. Mr. Shafer and his family residing at 37 East Rees street, Fond du Lac, will continue residence until after the graduation of their son, Jack, from Fond du Lac Senior High school in June.

March of Dimes Drive

(CONTINUED FROM PAGE ONE)
ter must continue the long-term care of local polio victims of former epidemics. Costs for "mending lives," Pick noted, are extremely high, but eventually will pay off in human happiness, health and productive careers. "If the Salk vaccine gives us the hoped-for answer in 1955, the victory in great part will be the result of unstinting and faithful participation in the March of Dimes," he said.

"The greatest weapon in our arsenal is our stubborn determination to return health and vigor to children and adults who have fallen victims to this crippling disease," Chairman Staral said. "Even if the Salk vaccine eventually banishes the fear of polio, we must make sure there are no forgotten victims—those stricken before there

was any polio vaccine to protect them."

Hundreds of polo patients, Staral said, were freed in 1954 from imprisonment in iron lungs through treatment developed by March of Dimes grants. Hospital workers who serve patients continue to be trained through the March of Dimes. In addition, right here in Washington county, thousands of dollars were spent last year for direct help to local patients.

"We don't know yet whether the trial vaccine actually can protect a single child from paralysis," Staral declared. "If it does, we will be able to make 9,000,000 vaccines available this year. To do this will cost a lot of money, but it will be money joyfully spent. These services will be bought with the dimes and dollars given to the March of Dimes Jan. 3-21."

Advertise it in the Statesman.

Open House New Year's Eve

REPUBLICAN HOTEL

Kewaskum EVERYONE WELCOME

Kewaskum

NOW PLAYING
JUNGLE ADVENTURE:
"TANGANYIKA"

SUN.-MON. JAN. 2-3
Mat. Sun. 2:00 (One Show)
2 SHOWS EVE 7:00 & 9:00



TUES.-WED.-THUR. JAN. 4-5-6
SHOW TIME: Evenings 7:00 & 9:00



MERCHANTS MOVIE TIME
EVERY TUES. & WED.

FRI.-SAT. JAN. 7-8
2 SHOWS EVE 7:00 & 9:00



For a Fine Assortment of Wines, Liquors Beer and Cigars

Stop at HEISLER'S Bar and Liquor Store

KEWASKUM
Phone 89

WEST BEND THEATRE

Starts New Year's Day---Jan. 1-7
CONTINUOUS SHOW SAT & SUN. STARTING AT 1:45 P. M.
ON OUR NEW BIG SCREEN



STARTS JAN. 8 — MARTIN AND LEWIS IN "3 RING CIRCUS"

PAT STENMAN ON RESIDENCE HALLS COMMITTEE AT UW

Patricia Stenman, Kewaskum, is among the student residents of the Residence Halls at the University of Wisconsin who are engaged in many university student recreational, social, or government activities on the Wisconsin campus this year.

More than 2,700 of the state university's students live in the four men's and three women's Residence Halls and two women's Cooperative Houses on the Wisconsin campus. The Residence Halls at the university not only provide good "homes

away from home" for many Wisconsin students, but also give their residents wide experience in group living. The Residence Halls have their own student governing bodies, chosen in regular democratic elections, which make every effort to bring a well-integrated college life to all of their student residents. Patricia is serving on the Library committee of the Residence Halls.

The spring pig crop in 1955 is expected to be two to five per cent larger than in 1954.

Subscribe for the Statesman.

DON'T MISS THE B-I-G

Open House

NEW YEAR'S EVE

AT THE

Kewaskum OPERA HOUSE

FRIDAY DEC. 31

Hats - Horns - Favors

AND PLENTY OF MUSIC

COME ONE, COME ALL—EVERYONE WELCOME!

KEWASKUM OPERA HOUSE

Advertising Oils the Wheels of Industry

Advertising has often been referred to as the lubricant which keeps the wheels of industry turning. And it does this in several effective ways.

Through advertising manufacturers have a means of inviting customers to try and to buy their products. Few products can come onto the market and be successful without well-planned advertising programs.

Years ago people believed that the man who built a better mousetrap would find the world beating a path to his door. Today we know that it takes advertising to lead customers to the door. There are many forms of advertising. Many years ago "word of mouth" was about the only means of advertising known, and it was effective because neighbors were selling to or bartering with neighbors. Today's customers may be hundreds or thousands of miles away—advertising is the method used to bring together seller and buyer to discuss the product.

Advertising Cuts Costs
Millions of dollars are spent every year in newspapers, magazines, radio, television, in catalogues and many other ways to advertise products people have for sale. Some people, seeing all this advertising, have developed the false idea that consumers are paying higher prices because of all this money spent on advertising.

The facts are, however, that today we pay less for most products because advertising and good merchandising techniques have helped to develop our mass production methods to the point where we buy better merchandise at lower prices. By telling millions of people what a product is and what it can do, advertising helps to create demand for the product, and the amount of demand determines the price. Sufficient demand makes possible mass production, and with mass production come lower costs. Think how much a modern automobile would cost if it were turned out in a blacksmith shop as the early models were!

Advertising has come under much criticism as being dishonest. There has been dishonest and misleading advertising, but the percentage has been small. Most advertisers today realize that their future depends upon telling prospective customers the facts. In the long run misleading advertising drives out the advertiser and loses business for him.

Some observers have classified



SELLING THE IDEA TO BUY. Advertising is the art of selling, of planting an idea in a prospective customer's mind. Through advertising more people learn about more products, more demand is created, and more sales lead to greater production and lower costs.

advertising as being as old as nature itself. They point out that in many animal and bird species the male animals or birds are decked out in fancy colors or plumage to advertise their sex.

Farmers Now Advertise
Here in Wisconsin the state's major industry is beginning to learn the value of advertising. Dairy farmers have realized that there is no "natural demand" for their products, that their products must compete for consumer attention with many other food products, as well as with other consumer items.

One lesson the dairymen are learning is that families which have succumbed to the advertising of cars, television sets and other appliances soon find themselves with a good many monthly payments that can't be changed—the result is those families sometimes cut down on the monthly milk bill because they haven't been convinced that milk is more important to the welfare of their children than a television set, for example.

Advertising—through newspapers, magazines, radio and television—is used by every manufacturer of food products. Unfortunately the dairy farmers have not done as much promotion work for their products as have other groups. For example, while dairymen have been spending about one million dollars per year on butter,

their competitors have been spending 10 to 14 million dollars per year to promote the substitute product.

Advertising experts agree that there is no product, food or otherwise, that provides a more ideal subject for ads than do dairy foods. Milk and foods manufactured from milk can be advertised from the nutritional viewpoint as well as from the glamor angle. Dairy foods are attractive, appealing and economical.

Foods Need Selling
Through their own American Dairy Association, supported by a set-aside of one cent per pound of butterfat sold during June and July, dairy farmers are developing an advertising program for their products. They are using newspapers, magazines, radio and television, as well as several other means, to tell more people about the values inherent in milk.

Advertising, coupled with merchandising, research and consumer education programs, has provided the road to success for many industries in this nation and can do the same for the dairy industry in the years ahead. Just as the farmer buys a particular brand of tractor because it has been sold to him, so city dwellers will buy more dairy foods if dairymen will use the promotional techniques available to sell their products.

FOR THE BEST IN HOLIDAY CHEER

Lithia BEER

CHRISTMAS BEER

Ask for it at Your Favorite Tavern or Beer Depot

The Perfect Answer to Your Gift Problem Enjoy and Serve it In Your Home

Product of WEST BEND LITHIA CO. West Bend, Wisconsin