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Bay Leaves. Volume 1, No. 17 August 24, [1933]

Williams Bay, Wisconsin: Frank M. Van Epps, August 24, [1933]

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MR. BOWEN

PERSONAL COPY OF

BAY LEAVES



A LOCH VISTA HOME

VOL. 1

AUGUST 24

NO. 17

Personals

Miss Alice Ackland of Chicago is spending her vacation with her sister, Mrs. Geo. Bilhorn.

Alfred Pederson and family are touring up through Duluth to Canada. Al will try various fishing spots enroute. His brother Arthur and family are at Alfred's home during their trip and are planning on leaving for California upon their return.

Adt. Watner and family are spending their vacation at their cottage on Elm Street adjoining the Library. They are located in the Salvation Army at La Porte, Indiana.

Sixty friends of Mrs. Henrietta Swartz met at the Congregational Church last Thursday evening to bid her farewell but not goodbye. Mr. Blakslee spoke for the Trustees of the Church; Mrs. VanEpps for the Ladies Aid Society; Miss Calvert for the Sunday School, and Rev. Keiser for the Church. Paul McMains sang two tenor solos.

Recently a dinner was given by Dr. and Mrs. J.M. Axelson in honor of the Swedish Marine Artist, Mr. Charles Hallberg and Mrs. Hallberg of Chicago and daughter, Mrs. George Hansen of Goteborg, Sweden. Other guests were Robert Thonander of Chicago and Mrs. G. Rosenloff and Mrs. Karen Steele of Wms. Bay.

The Wisconsin Retail Lumber Dealers Association is divided into twenty-three regional or district Clubs. Walworth County comprises a district. At a meeting at Delavan last Monday night the members pledged 100% co-operation on the N.R.A. Lawrence Hollister is Secretary of the County Association.

P. T. A. Card Party

August 30th

JOHNSON'S GUERNSEY DAIRY

Pasteurized products

MILK
and
CREAM



CHOCOLATE
MILK
BUTTER

Deliveries before Breakfast

Visit the Plant on

Cherry Street

Phone

1277-R-4

B. W. CHRISTIAN CO.

Plumbing Heating
Automatic Water Pumps

OIL BURNERS

Installation of Water and
Sewer Systems

Call: Williams Bay Branch
Lake Geneva 360-W-3
or
Delavan 122

A. PIHL & SON

Builders
for 36 years

Phone

1259-J-1

JEWELL BOAT COMPANY

Williams Bay

GAR WOOD Runabouts

BOAT REPAIRS and STORAGE

Telephone

166-J-3

CHAS. W. ABRAHAM

Contractor



Phone 1241-R-2
Williams Bay

PROCTOR'S HOME MADE
DONUT SHOP

West end of Geneva Street

Rolls Cup Cakes Cookies

Friday and Saturday Special:

Green Apple Pies
16¢ 25¢ 35¢

Coconut Cakes -- 50¢

Fresh Eggs at all times

Call at house or leave a
Post card at P.O. Box 222

The Official Paper of the
Village of Williams Bay
is the

NEWS TRIBUNE
Lake Geneva

Keep posted all the year around.

A good place to get your
printing done.

DENTON BOAT LIVERY

Row Boats & Motor Boats for Rent

Boats for Sale

Licensed Guide--W. D. Denton

Contracts Let For New Texas Ob.

Contracts for the construction of the new McDonald Observatory of the University of Texas on Mount Locke in southwestern Texas, were signed last week according to word from Dr. Otto Struve, director of the University of Chicago's Yerkes Observatory, who will also be director of McDonald observatory under a cooperative agreement between the two universities.

The new observatory's 80 inch reflecting telescope, which will be the second largest in the world, will be made by the Corning Glass Works, of Corning, N.Y. The big mirror will be made of pyrex glass so that its low coefficient of expansion will prevent changes in the shape of the mirror when temperatures vary.

The contract for the observatory structure was awarded to Warner & Swasey Co. of Cleveland. This concern built the mounting for the Yerkes observatory's 40 inch refractor, largest of its type in existence. The McDonald observatory is to be completed within two and a half years.

Did you see the Water Contest last
Monday night?

Our Fire Dep't. has rigged up a barrel with swivels attached to a wire stretched between poles, at the Park. They are practising to take on all comers. The game is to push the barrel along the wire by a stream of water.

Gardner, W. Johnson, G. Krause, and H. Robertson after a closely fought contest succeeded in pushing the barrel back to the goal, contested by H. Kenyon, D. Krause, H. Breen & R. Palmbach.

With two men on a side Rudolph Johnson and R. Palmbach won over Shetty Robertson and Roy Johnson.

On next Monday night there will be a contest with an out of town team, either Elkhorn, Delavan, or Lake Geneva.

BURTON & BURTON

Drug Sundries
Souvenirs

Candy

Newspapers

Magazines

Gridley Ice Cream

Week End Special:

NESSELRODE

AND

VANILLA

WILLIAMS BAY LAUNDRY

Edwin Holm, Prop.

A

Quarter of a Century of
Progress in Laundry Business
in Williams Bay.

Phone this week for our truck
to call.

Phone ---- 1253-R-1

WALT BEARD

Fisherman Guide

Is now located at the Wis.
Transp. Company Pier.

Phone 120-W-1

MOELLER'S SPEED BOAT TAXI

Longest Ride on the Lake
for a quarter

Special Charters Around the Lake

Sail Boat Rides 50¢ an hour

Williams Bay---Fontana

The Observatory staff have been waiting further word from Colorado regarding Joseph Halpern who is reported lost on Taylor Peak which a young man friend who was camping with him said Halpern started out to climb alone last week Tuesday.

Halpern has been a student until recently at the Observatory and was coming back to complete his work for a Doctor's Degree. A party of a hundred braved snow storms in searching for him.

The Walworth - Elkhorn Baseball game last Sunday at Walworth went to 11 innings with the former winning 4 to 3. Cliff Mustin pitched all 11 innings. Next Sun. they play Whitewater at Walworth and during Fair Week will play Genoa City in first round.

J. S. Hotton and R. R. Vernon of College Camp visited Winona Camp, Indiana and Camp Gray, Michigan last week on a trip to study how other camps are "doing it". They found very small attendance at the Camps.

Mr. and Mrs. Paul Pemberton have moved into the Jack Ring cottage. Frank Walker is living with them.

William Elbert has been appointed N.R.A. Chairman for Williams Bay by the County Chairman, L.G. Brown. There was a meeting of all chairmen in the County at Elkhorn Tuesday night to formulate plans.

About twelve Cedar Point Park ladies have a Club called W.C.N. which meets frequently. This week Mrs. Swabbe entertained on Monday and Mrs. Dagerman on Tuesday.

E. J. Perry together with some cousins from Cedar Falls, Iowa spent four days at the Century of Progress last week.

"Bay Leaves" is edited and published by F.M. Van Epps.



TO CONFORM TO THE N.R.A.

A. HOLLISTER & SONS

Will beginning Monday, August 28th,
operate on the following basis--



OFFICE HOURS 7 a.m. to 5 p.m. except Saturdays

Saturday 7 a.m. to Noon

DELIVERY SERVICE only from

8 a.m. to 12 M. 1 p.m. to 4 p.m.

Saturday 7 a.m. to Noon

THE N.R.A.

We see so much about the N.R.A. and hear so many views about it that some of us are wondering what it is all about.

Everywhere we see that various industrial groups such as the steel manufacturers, automobile makers, etc. are joining up 100%. In the Beloit paper there have been page after page of advertising in which the various firms have pledged their loyal support to the President.

The criticism some have made is that industry is making shorter and thus reducing expenses. It may at this moment seem justified, but stop a moment and consider the fact that the increase of business which is bound to come has not as yet arrived and nearly every business has difficulty in using the help they now have profitably.

However, just as soon as the good times come new employees will be added to care for the extra work. In some lines that time is already here.

Before we criticize let us all give the N.R.A. a fair trial. It takes a lot of nerve to attempt to change the industrial habits of a whole nation.

N.R.A. SIGNERS

On the Post Office Bulletin Board the Postmaster keeps a list of those who have signed up under the National Recovery Act. At time this page is typed those signing up are:

Hotton & Sons
Hopkins & Walker
A. Hollister & Sons
Ambrose Brothers
Lake View Gardens
Frank J. Vavra
Bjorge's Home Decorating Co.
Pihl & Son
Harold L. Pierce
Homway Cafe

HOPKINS & WALKER

On the Corner

Complete Garage Service at
Reasonable Prices

Expert Mechanics

BOAT STORAGE & REPAIRS

Boat Livery at the Pier

Gasoline and Oil
Boats and Bait
for
Fishermen

GOOD YEAR SERVICE

DIRECTORY

Physicians

Dr. Russell F. Sanders
Phone 1253-J-3
Dr. Clifford Y. Wiswell
Phone 166-W-1

Dentist

Dr. K. J. Rashid
Phone 1243-J-3

Attorney

Wm. H. Freytag
Phone 360-J-3

Hauling

Henry Kenyon
Phone 1277-R-3
Alfred Johnson
Phone 1202-J-1

Carpenters & Builders

Chas. W. Abraham
Phone 1241-R-2
Eric Werner
Phone 1267-R-3
H. A. Bradt & Sons
Phone 1236-R-2
A. Forsberg
John E. Anderson
Phone 1270-R-2
Axel Tulane
Phone 1274-R-3
Anderson Bros.
Phone 1259-J-3
Pihl & Sons
Phone 1259-J-1

Electrical Repairs

Earl Fleming
Phone 574-W-2

Painting and Decorating

Carl Bjorge
Phone 1270-R-4
Frank Vavra
Phone 1235-R-1
Howard Mereness
Phone 1277-J-3

Taxi

Arthur Ohl -- Call 1236-J-4
"Anywhere - Any Time"

Watch Repairing

Robert S. Newcomb
(see advertisement)

DEHAVAN THEATRE

Delavan, Wis.

Thursday, August 24

Ricardo Cortez-Elizabeth Young
in "THE BIG EXECUTIVE"

Friday, August 25

Madge Evans-James Cagney-
Dudley Digges-Allen Jenkins
in "THE MAYOR OF HELL"
and Neil Hamilton-Guy Kibbee in
"THE SILK EXPRESS"

Saturday, August 26

Kay Francis-Lyle Talbot-Glenda
Farrell-Thelma Todd in
"MARY STEVENS, M.D."

Paul Lukas - Lionel Atwill in
"SECRETS OF THE BLUE ROOM"

Sunday and Monday, August 27-28

William Powell- Ann Harding
in "DOUBLE HARNES"

Tuesday and Wednesday, Aug. 29-30

Zasu Pitts - Slim Summerville
in "HER FIRST MATE"

Thursday, August 31

Lew Ayers in
"DON'T BET ON LOVE"
Loretta Young-Lyle Talbot in
"SHE HAD TO SAY YES"

SPRAGUE THEATRE

Elkhorn, Wis.

Thursday, August 24

Helen Hayes-Robert Montgomery
in "ANOTHER LANGUAGE"

Friday, August 25

Mary Boland-Charlie Ruggles-
in "MAMA LOVES PAPA"

Saturday, August 26

John Wayne-Frank McHugh-
in "THE TELEGRAPH TRAIL"

Sunday and Monday, August 27-28

Marlene Dietrich- Brian Aherne-
Lionel Atwill-Alison Skipworth
in "SONG OF SONGS"

Tuesday, August 29

James Cagney, Ralph Bellamy --
in "PICTURE SNATCHER"

Added Attraction! GENE AUTRY
Arizona's Yodeling Cowboy (in
Person) from W L S, Chicago

Wednesday and Thursday, Aug. 30-31

Ricardo Cortez-Elizabeth Young-
Richard Bennett-Sharon Lynne--
in "THE BIG EXECUTIVE"

Dance Every Evening at

THE RIVIERA ^{ON} THE LAKE

Lake Geneva, Wis.

America's very Smartest Summer
Dancing Spot.

Admission Prices:

Ladies 40¢ -- Gentlemen 60¢

Saturdays and Holidays--
85¢ per person

Monday's Bargain Offer--
35¢ per person

(excepting Holiday or Hol. Eves.)
Never a reservation or
cover charge.

TONIGHT

THURSDAY

At the Riviera
The Veterans of Foreign Wars
Dance -- Williams Bay Night.
All who like to dance will want to
attend. Usual prices.

Ladies 40¢ Gentlemen 60¢

V. F. W. National Encampment
in Milwaukee Aug. 27 to Sept 1.

Thousands of Veterans of Foreign
Wars will assemble in Milwaukee
for their 34th National Encamp-
ment. The organization includes
in its membership Spanish Ameri-
can Vets as well as World War Vets.
Unusually important questions are
up this year. Geneva Lake Post
will be well represented.

GENEVA THEATRE

Lake Geneva, Wis.

Thursday, August 24

Fay Wray and Gene Raymond in
"ANN CARVER'S PROFESSION"
and Tim McCoy in "SILENT MEN"

Friday, August 25

Willard Mack-Minna Gombell-
Jean Parker-Ben Alexander in
"WHAT PRICE INNOCENCE"
and

Wm. Gargan-Frances Dee-
Ralph Bellamy in "HEADLINE
SHOOTERS"

Saturday, August 26

George Arliss-Doris Kenyon-
Margaret Lindsay in
"VOLTAIRE"

Sunday and Monday, August 27-28

Richard Dix-Elizabeth Allan
in "NO MARRIAGE TIES"
Laurel and Hardy in
"Me and My Pal"
(Color Silly Symphony)

Tues. Wed. Thurs., August 29-30-31

Chas. Bickford-Judith Allen
in
"THIS DAY AND AGE"

CONCERT

The Choir of the Congregational
Church is giving a public concert
at the church on Sunday evening,
August 27th, at 8:00 P.M. Stan-
dard time. The program will con-
sist of high quality numbers,
some sacred, some secular. Mr.
Paul Franklin McMains will be di-
rector and organist. Solos will be
sung by Mr. D.J. Oetjen, Mrs. Aroma
Johnson, Mrs. Karne Steele, Miss
Valorie Zabler, Mrs. Victor Keiser,
and Mr. McMains. Mrs. Charles Ri-
dell will be violinist, Miss Emily
Barrett, pianist, and Mrs. Clara
Averill Colby, reader.

A free will offering will be
taken, the proceeds of which will
go into the music fund of the
church.

The public will be cordially
welcomed.

The members of the Garden Club,
their guests and friends interest-
ed in the Club's activities are
cordially invited to a Tea at Mrs.
E. Blomeyer's home (on the Lake
shore near Holiday Home) Friday,
August 25th at 2:30 P.M. Those
who have no means of transporta-
tion will please notify Mrs. G. Van
Biesbroeck so that it can be pro-
vided for them.

HERMANSON'S BAKERY

Coffee Cakes
Six Kinds of Rolls
Seven Kinds of Bread
Cookies

Fresh Daily

Saturday Special:

ASS'T'D BUTTER || OLD FASH'D
SPONGE LAYERS || RAISIN COFFEE
35¢ || CAKE 15¢

Open Sundays 8 to 12 & 3 to 7

(Flour Sacks for Sale)

A ROLL OF HONOR BANK

THE FIRST NATIONAL BANK
Lake Geneva, Wis.

Jas. G. Allen, President
Chas. S. French, Ch. of Board
W. L. Smith, Vice President
F. A. Briegel, Cashier

HOMWAY RESTAURANT

Open All Year

Take Sunday Dinners Out

Special
Roast and Fried Chicken
Steaks and Chops

50¢ and 60¢ Complete

WILLIAM STEIN

Rural Drug Permit No. 188

ICE
CREAM

Week End
Special:



Be sure and treat the
family to a brick.

Call 120-J-2 for Delivery

Phil La Follette will speak next
Sunday, August 27th at 3 P.M. at
Lake Wandavega, auspices of the
Property Owners of Lake Wandavega
who have a picnic that day. The
public is invited with no admis-
sion charge.

Phil will give a lecture on his
European Tour and impressions.
Upon completion of his term as Gov-
ernor of Wisconsin he made an ex-
tended tour of Europe including
Russia.

BAY wins Riviers's Swim-Meet

Riviera's Swim-Meet held at
Lake Geneva Friday was won by
Williams Bay. Riviera-on-the-
lake presented the captain of the
team with a silver loving cup.
Mr. O'Keefe of Wms. Bay was high
man with a total of 15 points and
was awarded a loving cup also.
Wms. Bay captured the cup with 54
points with Fontana contesting
closely with 52 points. Lake Ge-
neva had 29.

Third Annual
All Geneva Lake Swim
Friday, August 25
At Williams Bay 2 P. M.

Sponsored by
The Water Safety Patrol

Everybody out to root for our
Williams Bay Team

Events for Boys, Girls,
Women and Men.

BOOST WILLIAMS BAY

P.T.A. Benefit Card Party
in the Community Room
Wednesday, Aug. 30.

The afternoon session will start
at 2:30 P.M. and the Evening ses-
sion at 8:00 P.M.

Bridge and Five-Hundred will be
played.

Refreshments. Tickets 35¢

FRIDAY

GRANZOW & PETERSON'S

SATURDAY

AUGUST 25th

CASH

AUGUST 26th

HARVEST SALE



Coffee, C & S Seal Brand 2# for--59¢
 " Hills Bros. " 2# for--69¢
 Salad Dressing, Monsoon Qts.----21¢
 " " , Hellmans " ----24¢
 Corn Flakes, 13 Oz. 2 for-----19¢
 Cookies, Nat'l Bisc't 2# pkgs.--33¢
 Peaches, 29 oz. tins-----18¢
 Apricots, " " " -----18¢
 Pears, " " " -----18¢
 Pickles, plain Quarts -----18¢
 " , mixed " -----23¢
 Olives, plain quarts-----38¢
 Sweet Relish, " -----23¢
 Grape Juice, Richelieu Qts.-----33¢
 Pineapple, 30 oz. tins-----23¢
 Baked Beans, Campbell's 1# 4 for25¢

Peas, 20 oz. tins 3 for-----25¢
 Corn, " " " " -----25¢
 Maccoroni, Beechnut 1# pkgs.-09¢
 Spagetti, Heinz 21 oz. tins 2-25¢
 Jams, Asst'd flavors 1# jars-16¢
 Ketchup, Richelieu 14½ oz.---15¢
 Tomato Juice, Heinz 12 floz.-09¢
 Walnuts, shelled per lb.-43¢
 Beverage Syrup, pints -----18¢
 Peanut Butter, 2# jars-----22¢
 Apricots, evaporated 2# for--35¢
 Apple Sauce, 20-oz.-----11¢
 Dates, 2 lb. packages-----22¢
 Sugar, pure cane 10# sacks---53¢
 Butter, creamery 92 score 2#-51¢
 EGGS, strictly fresh per Doz.14¢

FRESH

MEATS

Pot Roasts, choice beef per lb.-14¢
 Pork Loins, small & lean " --17¢
 Lamb Shoulder, " --21¢
 " Breast, " --06¢
 Round Steak, " --20¢
 Pork Sausage, home made " --10¢
 Hamburg, fresh ground " --12¢
 Corn Beef, home corned " --19¢
 Ham Shanks, " --06¢
 Bacon, Swift's ½# pkgs. " --18¢
 Soft summer sausage " --16¢

FRUITS and VEGETABLES

Oranges, 15-22-30 and 38¢ per Doz.
 Apples, cooking 6# for-----25¢
 Melons, Seedless Grapes, Bananas,
 Plums, Nectarines, Peaches, B. Berries,
 Pears, Grapes, 5# baskets 17¢ etc.
 Beets, Carrots, Tomatoes, Cabbage,
 Green Onions, Radishes, Cucumbers,
 Head Lettuce, Peas, Green Beans, Celery,
 Spinach, Cauliflower, Squash, Parsley.
 Most all of our vegetables are home
 grown.

FRESH FISH ON FRIDAY.

Special Coffee Cakes SATURDAY 15¢
 Angel Food Cakes Special 19 and 39¢



TO PROVIDE FOR --

1. -Your Widow, or
2. -The education of your child,
or
3. -Your own old age and that of
your wife

secure a LIFE INSURANCE
policy in the good old Wisconsin
Company.

THE NORTHWESTERN MUTUAL LIFE
INSURANCE COMPANY of Milwaukee.

Hotton & Sons,

Williams Bay, Wis.

ATTENTION ! LAKE FRONT LOT OWNERS. !

Now is the time to build
sea walls, cement walks and
steps, and boat houses; also
to arrange for the building
or rebuilding of piers.

We will be glad to submit
estimates upon repair work
or the new home.

ERIC WERNER
General Contractor

"Estimates Free"

E Flat Alto Saxophone
FOR SALE REASONABLE
In Excellent Condition

Call Arnold Van Epps
at 1219-J-2

WARNING !

The Fire Department had to make
two runs within an hour on Wed.,
due to grass fires.

One of our old time citizens
says he has lived here 40 years
and never saw it quite so dry.

When burning paper or rubbish be
sure the fire is out before leav-
ing it.

William Stein

The Stein family moved to Wms.
Bay in 1919 from East Delavan and
opened the Drug Store. At East
Delavan Mr. Stein had had the
Creamery since 1905. He was noted
the county around for the fine
butter his Creamery turned out.
He uses the same care in preparat-
ion of all his fountain drinks.
His son Reinhardt ably assists him
in the store.

Peter Peterson dies suddenly.

Peter, a son of Mrs. Bertina
Peterson and brother of Mike, pas-
sed away at his home in Lake Gen.
during the night Tuesday. He felt
what he thought to be a spell of
asthma coming on and was getting a
treatment ready when he had a
heart attack. His wife and daugh-
ter Catherine were with him.

Peter was very well known all
over the country on account of the
Sheridan Springs Bottling Plant
of which he was a partner.

His father, P.O. Peterson, passed
away last May.

The funeral will be held Friday
at 2 P.M. at the home, 1112 Wis.
St., Lake Geneva.

The Ladies Aid of the Gospel
Tabernacle will meet Thursday Eve.
Aug. 24th, at the Church. Miss
Mable Balder, a missionary from
Central America will be the spea-
ker.

On Sunday, Aug. 27th, Adj. Watner
of the Salvation Army of La Porte,
Ind. will be the speaker. Special
music by a Brass sextet.

Boy Scout Cake won by Mrs. L. A.
Hollister, one of the prizes at the
Scout Card Party Wed. was a cake
donated by Hermanson's Bakery. It
was the work of Frank Streich,
their baker. It was not only a won-
derful cake but the decorations
were appropriate. The color scheme
was green and yellow. On the top
was the lettering "On my honor I
will do my best to do my duty to
God and my country." In signal
code "A Good Deed a Day". Around
the sides were the various Scout
merit badges in yellow icing.

Hotton & Sons,

Williams Bay, Wis.

LIFE LINES

Volume V

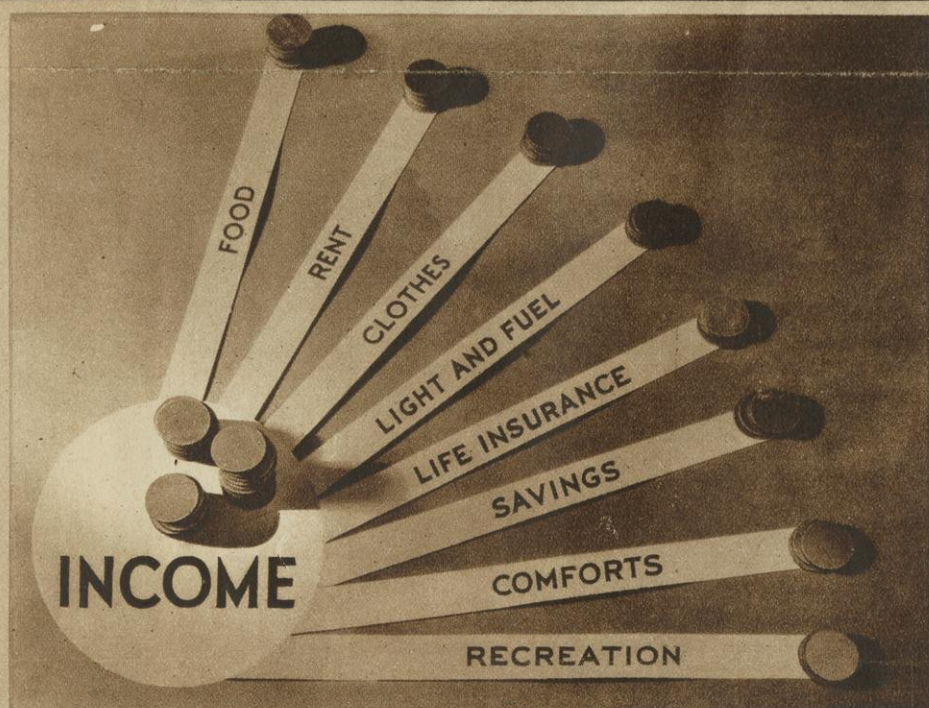


Published in the interest of the membership of
The Northwestern Mutual Life Insurance Company

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Number 4



SPENT: money for Food, Shelter, and Clothing.

INVESTED: money for Life Insurance and Savings.

The thoughtful man of today includes Life Insurance in his "spending" plan—placing it right after the primary necessities of life. He gives Life Insurance this prominent place in his budget because it is a guarantee to his family and to himself that the primary necessities will be continued in times of emergency. In other words his life insurance investment will *Come Back* when it is needed the most.

The Northwestern is well equipped to offer you wise "spending counsel." Time brings change and every year your life situation may alter your life insurance needs. Discuss your ideas with your Northwestern representative, who will be glad to counsel with you.

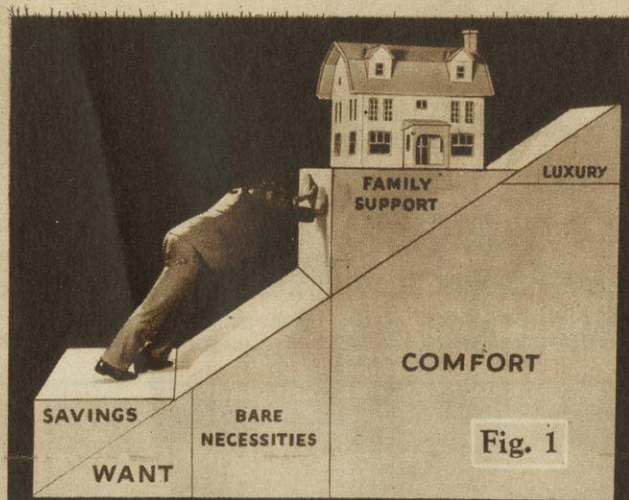


Fig. 1

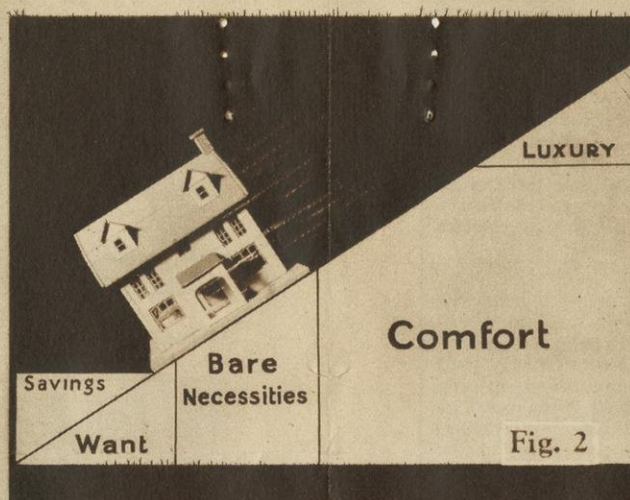


Fig. 2

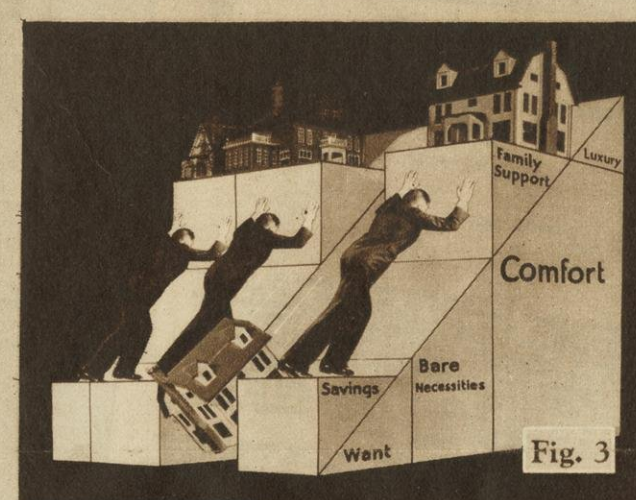


Fig. 3

The Real Reason for Life Insurance

A GREAT many people own life insurance because they know it is a "good thing." Others have it because of some incidental need. For each group, life insurance serves a valuable purpose. Neither, however, may be aware of the real reason for the existence of the service they are using.

Simply, life insurance is a time-tested financial plan for continuing all or part of the income-producing value of a man's activity beyond the time when his actual earnings are cut off by death or retirement.

The earning ability of a man is of vital importance to his dependents. His power to produce, together with any savings which he may have accumulated, maintains the support of his family at a level sufficiently high to give them life's necessities and many of its comforts and luxuries. (See figure 1.)

But all men are subject to serious hazards, the greatest of which is premature death, which destroy a producer's ability to earn and thus may affect the discharge of his responsibilities.

When "Earning Ability" is removed, the family's standard of living slips down to a level little better than actual "Want." In most cases the family is left dependent upon meager savings. (See figure 2.)

When a producer is "taken out of the picture" the result can be readily seen. Without the sustaining power of "Earning Ability" the "support" is taken away. Out of every large group each year a percentage of producers will be removed. (See figure 3.)

It is essential, therefore, that income-producing activity values be capitalized for the protection of dependents. Life Insurance exists primarily to accomplish this purpose. It gives a man a means of replacing his earnings, should they be terminated, and thereby enables him to maintain the family support at the "Comfort" level. (See figure 4.)

With these facts in mind, it is a simple matter to measure yourself for life insurance. Determine the amount necessary to maintain your family at the "Comfort" level and make that your goal.

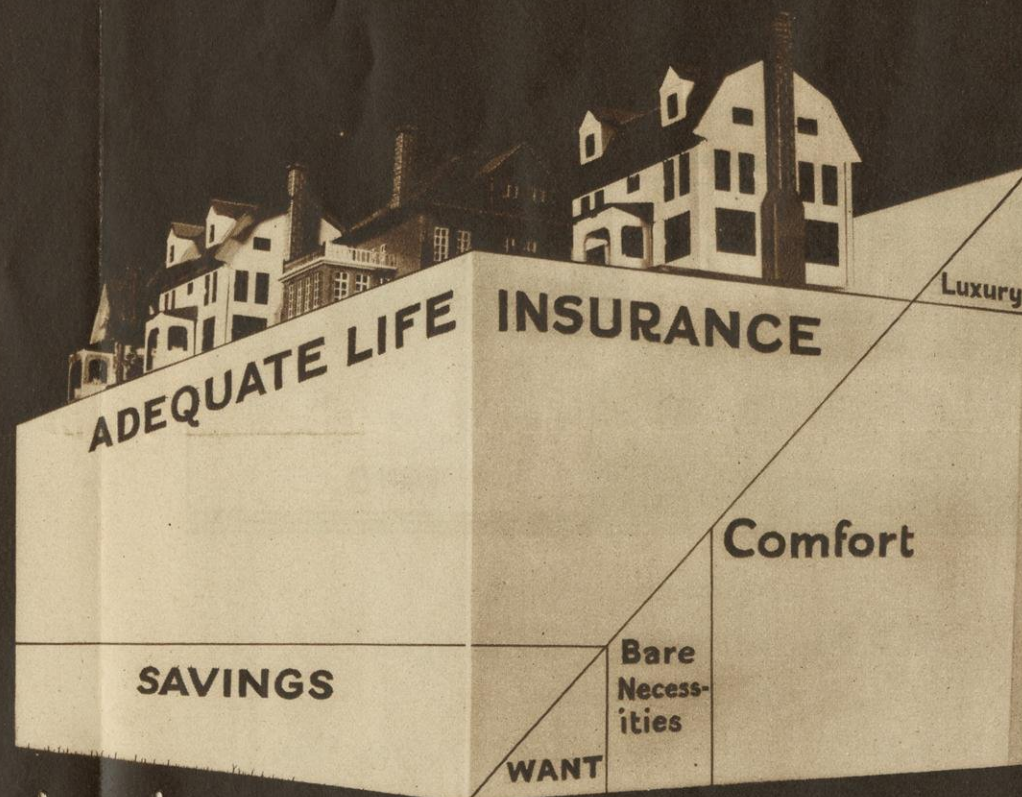


Fig. 4



Torrington Creamery
INCORPORATED

TORRINGTON
CONNECTICUT
October 10, 1931



Mr. Henry S. Griswold, Gen. Agt.,
Hartford, Conn.

Dear Mr. Griswold:

Something more than 20 years ago when the Torrington Creamery Company was in its infancy your agent, of Henry Hoar, called on me and outlined to me the advantages of insurance in the Northwestern Mutual Life Ins. Company. He convinced me that the good reports I had heard of a policy were not overstated and he secured my application for a policy on the Endowment plan. He had a habit of coming back again and again, and again I applied through him for additional policies. I came to feel that what was good for me was good for other members of the family and through my influence my son and son-in-law and nephew and his sons and more recently my grandson all became policyholders in your company.

I found my insurance a very great satisfaction and assurance—giving me grounds of security in the trying days of the development of our business. Yearly I found the cost of meeting the premiums less and less (I used my dividends to apply on my payments), and less than I expected for the dividends were greater than Mr. Hoar led me to expect.

Now when the years are at hand for less strenuous efforts on my part, your agent has year after year been bringing me settlements of my endowment policies and I found that I was as promptly given my checks as years ago I was solicited for applications—the settlements seemed to be automatic. I was greatly pleased with the service rendered me.

I have for years been a great admirer of the Northwestern Mutual and have not failed to say a good word for the Company, its agents and yourself. I shall continue to take great pleasure in recommending the Company to my friends and acquaintances.

Yours very truly,

George Weigold
President

"I HAVE found my North-western insurance a very great satisfaction and assurance—giving me grounds of security in the trying days of the development of our business.

"... the dividends were greater than the Northwestern representative led me to expect... I was promptly given my (dividend) checks

These are extracts from the letter of George Weigold, President of Torrington Creamery, Inc., Torrington, Connecticut. Mr. Weigold has not only insured himself adequately but has done much to persuade his relatives and business associates to become policyholders in the Northwestern.

The Northwestern method of applying Life Insurance to the needs of the individual, and its promptness in fulfilling its obligations, are undoubtedly contributing factors which enable it to secure more than 50% of its yearly volume from its own members.



1932



1910

W. F. McCAUGHEY, General Agent

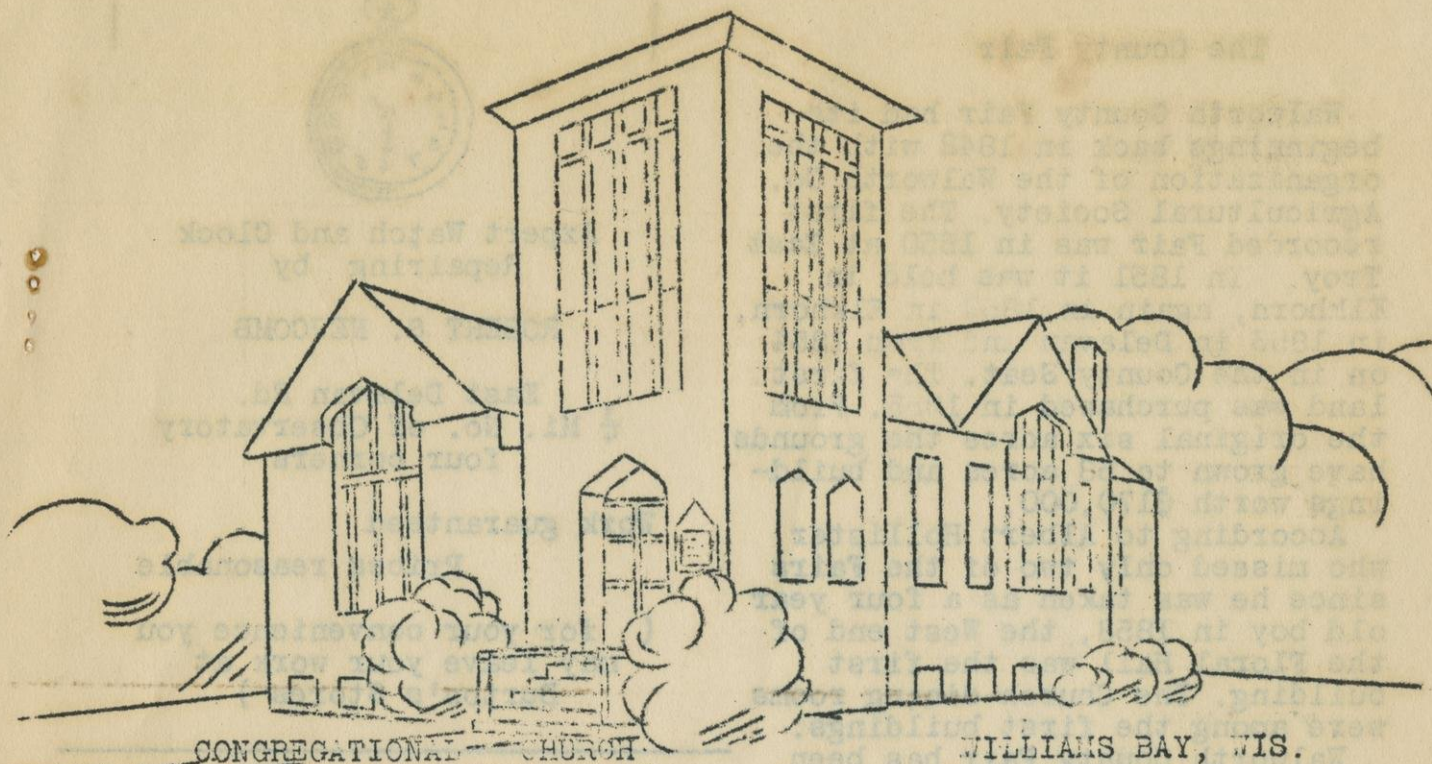
204 Baker Building

523 Main Street

Racine, Wis.

The Northwestern Mutual Life Insurance Co.

MILWAUKEE, WISCONSIN



Victor Keiser, Minister
Paul Franklin McMains, Director of Music

Services for Sunday, August 27th.:

9:30 A.M. Sunday School. Classes for all. Visitors welcome.
10:15 - 10:30 Organ Meditation. A short period of quiet music for meditation and spiritual rest.

Mr. McMains will play:

- a. Theme from "Liebestraum".....Liszt
- b. Gebet.....Beethoven
- c. Last Rose of Summer from "Martha"-Flotow.

10:30 - 11:30 Worship Service

Processional Hymn.

The congregation will please rise as the choir begins on the second stanza, join in singing the remaining stanzas, and remain standing through the invocation.

Call to Worship

Doxology

Invocation and Lord's Prayer

Anthem--"God so Loved the World" from "The Crucifixion"
-- Stainer.

Responsive Reading

Gloria

Scripture

Pastoral Prayer, with choral response.

Tenor Solo, "God shall wipe away all tears" -- Roma

Mr. McMains

Offertory, Serenade.....Schubert

Piano, Emily Barrett; Organ, Paul Franklin McMains

Hymn of Meditation

Sermon, "Feeble Faith", Mr. Keiser

Hymn of Consecration

Benediction, with choral Amen

8:00 P.M. Concert by the Choir

The County Fair

Walworth County Fair had its beginnings back in 1842 with the organization of the Walworth Co. Agricultural Society. The first recorded Fair was in 1850 at East Troy. In 1851 it was held in Elkhorn, again in 1863 in Elkhorn, in 1863 in Delavan and from 1854 on in the County Seat. The first land was purchased in 1855. From the original six acres the grounds have grown to 58 acres and buildings worth \$170,000.

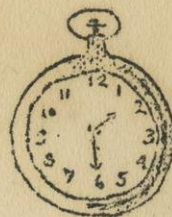
According to Albert Hollister who missed only two of the Fairs since he was taken as a four year old boy in 1858, the West end of the Floral Hall was the first building. The Church dining rooms were among the first buildings.

Walworth County Fair has been famous for years and all the County has looked forward to having family reunions there and renewing old acquaintances.

Albert Hollister was president in 1915-16 and Lawrence last year. This year the president is Lynn Phelps of La Grange Township and father of Miss Doris Phelps, a teacher in Williams Bay School.

Ed. J. Perry, north of the Village, was host to a large group of cousins at a Picnic Dinner on August 6th. Those present were: Mr. & Mrs. J.M. Briggs and son J. Galen, of Cedar Falls, Iowa, Alice M. Briggs, Milwaukee, Mr. & Mrs. John Knickerbocher recently from California but now stopping at Zenda; Mr. & Mrs. M.J. Hollister, Marjerie and Lawrence; Mr. & Mrs. J.H. Hollister, Mr. & Mrs. William Pyle and son Herbert, Mrs. Mary Briggs, Mr. & Mrs. Cornue of Delavan; Mr. & Mrs. Ray Williams, Mr. & Mrs. Asa Williams and Alton, Mrs. Walsh, Mr. & Mrs. Harold Williams of East Troy.

Art Anderson, Don Waterbury, Chas. Sawyer, Van Pfister and Bruce Adams Jr. are participating in the Yacht Races at Madison.



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Repairing by

ROBERT S. NEWCOMB

East Delavan Rd.
 $\frac{3}{4}$ Mi. No. of Observatory
four corners

Work guaranteed

Prices reasonable

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may leave your work at
Burton's Stores)

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Steak and Chicken
Dinners

Fountain Service Lunches

A good place to take the family.

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Elkhorn, Wis.

In Our 37th Year of
Community Service

Active Officers:

Ben Bachhuber - Vice Pres.
Ken P. Goodrich - Cashier
W. H. Lean - Ass't Cashier

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A NEW LOW COST *Electric Hot Water* SERVICE

A new controlled electric water heating serviceeffective now... makes it possible for you to enjoy convenient 24 hour hot water "on tap" service in your home at a new low cost.

This is "big news" indeed!.... news that now you can all have all the well known advantage of modern electric water heating service at a cost within the reach of the modest household budget.

Unfailing hot water service is a new-day necessity everyone enjoys. From your morning shave until the last dish is washed at night it brings lasting benefits. It lightens housework, ends wash day slavery, makes bath-time a pleasure, improves family health and contributes to a richer, fuller life. Yet the cost is trifling.

Ask about....the new low rate for controlled hot water service..... it gives you a new and surprisingly new cost!

WISCONSIN POWER AND LIGHT COMPANY

SPECIALS FOR FRIDAY AND SATURDAY

FISH LINE STORE

C A S H E R Y

Phone 574-W-1

Extra Special on
Butter and Eggs

10# Pure Cane
Sugar 53¢

Cooking Apples
Dutchess
6# for 25¢

Corn
3-20 oz. Cans
25¢

Potatoes
15# peck
45¢

Home Grown
Tomatoes
6# for 25¢

Calumet
Baking Powder
25¢

Ginger Ale or
Lime Rickey
3-24 oz. Bottles
25¢

Aristo Milk
3-14½ oz. cans
19¢

Mayonaise and
Salad Dressing
Quarts - 25¢

Bliss Coffee
25¢ per lb.

Certo 8 oz.
Jar 25¢

Jar Rubbers
3 pkgs. 24¢

Round Steak
20¢ per lb.

Colvins
Pan Rolls
6¢ per doz.

Campbells
Pork & Beans
3-16 oz. Cans 17¢

Pork Loins
15¢ per lb.

Grape Nut Flakes
2-7 oz. pkgs.
17¢

Libbys
Sweet Potatoes

Pot Roast
14¢ per lb.

Bacon
17¢ per lb.

Aristo Tomato
Soup
3-10½ oz. cans 17¢

Short Ribs
Nice for Roast
8¢ per lb.

Hamburger
10¢ per lb.

Fresh Fruits and
Vegetables of
All Kinds

Spring Chicken
19¢ per lb.
Stewing hens
15¢ per lb.

Jel-Sert
3-3¼ oz. pkgs.
14¢

OPEN SUNDAYS

8 A. M. TILL 10 A. M.