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Williams Bay, Wisconsin: Frank M. Van Epps, July 27, 1939

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LAKE GENEVA OBSERVER

VOL VII
NO. 29

BAY LEAVES
JULY 27, 1939

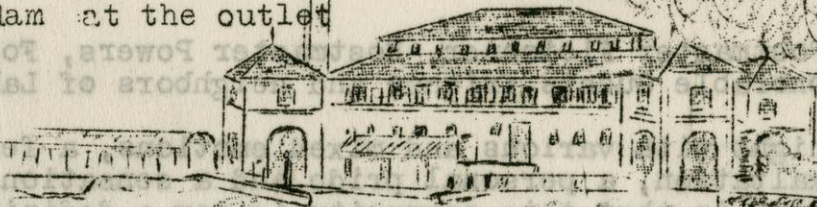
PUBLISHED AT WILLIAMS BAY EVERY THURSDAY

LAKE GENEVA CITY EXTENDS WELCOME

The outlet of Lake Geneva was recognized by John Brink the surveyor who gave the name "Lake Geneva"

to the lake as being especially well located for a future city.

The power which could be used by a dam at the outlet



would be a great asset in a new

community. His vision has been

realized. In 1836 others came for the same purpose and after

a bloodless war over the rights, a community was started which has grown from a few log cabins to one of the best known cities

in this great land of ours.

The lake and city which carry the same name are a mecca for hundreds of thousands every year.

May its fair name never be marred!

CORNER STONE OF NEW POSTOFFICE LAID.

Another mile stone in the progress of the City of Lake Geneva was recognized by a large assembly last Friday evening. We are pleased to give the addresses that were given that evening.

Mayor Walter M. Ledger in speaking for the citizens of Lake Geneva:

Citizens of Lake Geneva, Guests and Friends:

It is indeed a pleasure to welcome all of you here this evening to participate in the laying of the corner stone of our new Federal Building.

The fame of beautiful Lake Geneva has been proclaimed all over the world and now added to its many virtues of beauty and advancement comes to us this impressive structure.

The establishing of this our new Federal Building marks another step in the progress of our beautiful city. It has become a reality through the co-operation and patronage of most of you and with your continued support and co-operation I am sure our City will continue to grow and prosper and become more famous.

The ceremonies on this occasion have been assigned to our local Chamber of Commerce, and

It gives me much pleasure to present to you a man who needs no introduction, a man who has been active in City affairs for many years, who will direct the program for the evening, Mr. Lewis G. Brown of the Chamber of Commerce.

Mr. Brown spoke as follows:

Mr. Chairman, Postmaster Fleissner, Postmaster Powers, Former Postmasters, Honorable Guests, friends and neighbors of Lake Geneva:

I come here tonight with various and mixed emotions, a feeling of public local exaltation, a personal pride and a sensation of extreme satisfaction in that this community is now a definite part of the official structure of the United States Government.

The Chamber of Commerce of Lake Geneva with the assistance of all of the other public service organizations in the City, important of which were the efforts that were brought by the Lions Club and the Womens Club of Lake Geneva, together with various public spirited and influential citizens have brought into material realization this building as a fitting climax to their work and brought to this community a monumental recognition of its importance to the Government of the United States.

A full measure of our appreciation of the assistance that we had in bringing recognition to our community is fully extended to our beloved United States Senator F. Ryan Duffy, now Judge of the United States Court of the First District of Wisconsin without which the assignment of this building to Lake Geneva would not have been possible.

Also our many thanks are extended to our good citizen, James W. O'Brien whose public interest and personal satisfaction of having

(continued another page)

LIONS CLUB

CARNIVAL,

DUNN ATHLETIC FIELD,

LAKE GENEVA, WIS.

THURSDAY

TO

SUNDAY

JULY 27, 28, 29, 30

25 CONCESSIONS STANDS - 5 BIG RIDES

MERRY GO ROUND - FERRIS WHEEL - CHAIR PLANE

RIDE THE SENSATIONAL ROCKET RIDE - ONLY

APPEARANCE WISCONSIN THIS YEAR

THURSDAY NIGHT

MUSIC BY LAKE GENEVA HIGH SCHOOL BAND

FRIDAY NIGHT

DE LAVAN LEGION DRUM AND BUGLE CORPS

SATURDAY NIGHT

THE LITTLE GERMAN BAND WILL PLAY

SUNDAY AFTERNOON

SPECIAL ENTERTAINMENT FOR THE CHILDREN

HALF FARE FOR ALL CHILDREN UNDER 14 YRS FROM 4-6 PM

SUNDAY NIGHT A BIG NIGHT

A UTOMOBILE GOES TO SOME ONE

ADMISSION FREE

BASE BALL GAMES - ENTERTAINMENT

been a part in this matter caused him to make a material sacrifice in furnishing the ground for this ceremony.

Fortunately a part of this ceremony is three more former Postmasters, Charles S. French, Henry H. White and Marie Host, each of whom respectively served well the public duties entrusted to them during their administrations and each of whom endeavored to bring to this City a Federal Building, however they like myself only contributed to the general hope that prevailed in each succeeding administration; and this evening are rejoicing in our common accomplishment.

Personally my various emotions are brought about by the fact that I am able to participate in this ceremony as a realization of an ambition that started with me when I was Postmaster back in the years 1915 to 1925 during which time I made a feeble but persistent attempt to induce President Wilson's administration to establish a Government Building in this City and what little support I have been able to give intermittently to the proposition since that time has continuously perpetuated that ambition, hence that feeling of extreme satisfaction within me predominates tonight and I heartily congratulate Postmaster Powers on this fitting climax to her personal efforts to the dreams of this community being brought about during her administration.

We believe that our self satisfaction at this grand accomplishment is justified in the fact that the United States Government exercises such a direct and local interest in this ceremony by sending to us tonight its representative the Honorable John A. Fleissner, Postmaster of Milwaukee who recently exercised the same commission in the dedication ceremony of a new Post Office Building at Columbus, Ohio, and I am happy to be able at this time to present to you in this instance the United States Government through the person of Mr. Fleissner.

Mr. Fleissner:

Mr. Chairman, Postmaster Powers, Members of the Lake Geneva Chamber of Commerce, Visiting Postmasters, and Citizens of Lake Geneva:

The mission which brings me to your city tonight is a pleasant one. A short time ago I received a personal letter from the Hon. Smith W. Purdum, Fourth Assistant Postmaster General, asking me to represent the Post Office Department at this laying of the corner stone of the new Federal Building here in beautiful Lake Geneva.

Mr. Purdum, as you know, is in charge of the operation of all Government owned post office buildings through out the country and I am truly happy to represent him on this occasion.

The building, when erected, will be the official headquarters in Lake Geneva of our Government -- a building for the use of all the people -- a monument to our Great Nation.

The Post Office Building which we are beginning here today will be the home of an establishment owned and managed by the people, an establishment in which they place their most sacred and personal confidence, and an establishment which facilitates the transmission of their business, their correspondence, their papers and their merchandise. It will also be an institution that safeguards the people's earnings and transmits their money wherever desired.

This future new Lake Geneva Post Office Building, with its simple beauty, its dignity, and fitted as it is planned to better enable you

LAKE GENEVA

AUTO STATION

BUICK

PONTIAC

GMC TRUCKS

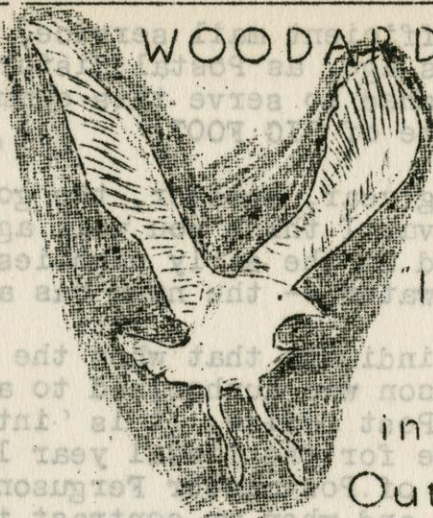
SALES &
SERVICE

COMPLETE

BODY AND PAINT

SHOP

TEL. LAKE GENEVA 600



WOODARDS

"Indoor

Comfort

in

Outdoor

Furniture"

• WROUGHT IRON

• CAST IRON

• RATTAN

• WOOD

• ANTIQUE GLASS

• MIRRORS

• GARDEN ACCESSORIES

263 Center Street, Lake Geneva

EDWARD DUNN

LUMBER

COAL

FEED

PHONE 2-2

LAKE GENEVA

Home of Johns Manville

Products

CHICAGO

RESTAURANT

LAKE GENEVA

DINNERS SERVED

DAILY FOR 50¢

CLUB BREAKFAST

35¢

806 MAIN ST.

to receive efficient mail service, had its inception more than one hundred years ago, as Postal History tells us-- " a post office having been established to serve this community on August 23, 1838" - but under the name of BIG FOOT.

The following year, however, the good people of that day changed the name to Geneva. I think you will agree with me that the choice was a good one; and in the early eighties, inspired no doubt by this beautiful body of water -- the name was again changed to Lake Geneva.

The records indicate that when the office was established, Postmaster Andrew Ferguson was authorized to arrange for special service from the nearest Post Office. It is interesting to note that the receipts of the office for the fiscal year 1841 were \$174.26, and that the compensation of Postmaster Ferguson for that year is shown to have been \$82.51; and when we contrast those figures with the Postal Receipts of the past fiscal year, which were \$27,834.00, there is reason indeed for the people of Lake Geneva to be proud of their progress.

Since the days of Andrew Ferguson, fifteen postmasters have served you, and in that list I find the names of William and Lewis G. Brown - William being the father of our genial friend here, Lewis G. Brown.

You will want to know something about your new Federal Building. The building was designed by the Office of the Supervising Architect, Public Buildings Administration, and the construction will be under the supervision of Mr. Horace B. Rose, Engineer in Charge. The building will be of modern design, with granite facing below the first floor and brick walls above. The structure will be sixty feet across the front and will have a depth of sixty-four feet, on a site of 133 feet on Main Street. The ground area will be approximately 3600 square feet. There will be a wide public lobby with terrazzo floor and marble wainscot - having five service windows and 250 lock boxes. I am sure Miss Powers will let you know how to rent those lock boxes.

The progress and growth of the postal service in Lake Geneva is similar to the progress and growth of the service in other communities throughout the United States.

In the early days of the post, as it was then known, the functions of the post office were merely to receive, transport and deliver letters and newspapers. Postage rates were then higher than rates prevailing today; the rate for a single letter was six cents for a zone of thirty miles, while today it is only three cents for more than one hundred times that distance in many directions.

At the outset the carrying of mails was somewhat slow. It was first transported by men on foot. Afterwards the ox cart and small craft were used. Then followed the stage coach and covered wagons, including the historical prairie schooner, the Overland Mail and the Pony Express.

In the far Northwest dog sleds and reindeer were employed and the former are still in use in Alaska. As steamboats came into use, or any kind of new vehicle or device designed to speed the mail made its appearance, they were utilized.

The advent of the railroad brought about greater speed in the transportation of the mails. The introduction of the railway post office and a special catching device used for collecting mail from stations while the train was in motion, caused a great acceleration in the

(continued another page)

WHEN YOU ARE OUT FOR AN OUTING,
YOU'RE IN FOR A GOOD TIME, BUT A THIRSTY
ONE. MAKE IT PERFECT WITH ICE-COLD



5¢

COCA-COLA... for the
pause that refreshes.

IT DOES THINGS FOR THIRST
THAT YOU'LL LIKE.

**SHERIDAN
SPRINGS**

COCA-COLA BOTTLING
CO., INC.

PHONE 118 LAKE GENEVA

M E L L I E N ' S

GROCERY & —

MARKET

LAKE GENEVA

Fresh Fruits and
Vegetables

Quality Foods at
the Right Prices

PHONE 214 WE DELIVER

OPEN EVENINGS AND
SUN-DAY MORNINGS

**LAZZARONI
CONFECTIONERY**

ON THE CORNER

AT LAKE GENEVA

FOUNTAIN SERVICE

MAGAZINES, CIGARS

**THE BADGER
RESTAURANT**

SERVES YOU DAY OR

NIGHT WITH BEST OF

FISH, STEAKS, CHICKEN

DINNERS

ON THE CORNER

delivery of mails at that time.

Now we have transportation of the mails throughout the year by airplanes, and at a speed that is the last word in rapid service. In the early days mail from New York to San Francisco was thirty days in transit, but now when weather conditions are favorable less than a day is required.

In the short span of one hundred fifty years the United States postal system has grown from a Department consisting of a Postmaster General and nine clerks, to a nation-wide organization of almost a quarter of a million persons. We have approximately forty-five thousand post-offices, and our revenue, collected for the most part in pennies, amounts to over a half-billion dollars annually. It is the largest business organization in the world and we are earnestly endeavoring to conduct its affairs in a thoroughly business like manner.

The new Lake Geneva Post Office Building, which will be erected here, is one of more than a thousand that the present administration has constructed or has under construction, for operation by the Post Office Department. On October 1, 1933, when the operation of such buildings was transferred by order of the President from the Treasury Department to the Post Office Department, there were one thousand, five hundred and sixty nine Government owned buildings in the United States. Since that time, 1088 new buildings have been constructed and turned over to postmasters to operate. That makes a total of government buildings 2,657.

There are still a large number of post offices as yet housed in leased quarters-- like the Lake Geneva post office is at present -- and there will always be a large number of these. A short time ago, our genial Postmaster General, the Honorable James A. Farley, stated that Mr. Purdum's Bureau has 5451 leases in effect for post office buildings, supplemented by more than 7800 offices rented on a monthly basis without formal leases. During the fiscal year 1938, rental payments totaled \$11,157,000. A figure some five million less than in 1933.-- conclusive evidence that there is a real saving of rent to the Post Office Department due to the new buildings.

This figure does not include the saving in rentals realized by the other governmental activities which are housed in these buildings. For example, in Milwaukee the Departments which occupy space in the upper floors of our building would have to pay at least a quarter million dollars of rent per year if they had to lease commercial space.

We recently were fortunate enough to dedicate two beautiful branch post office buildings in Milwaukee, and a third one will be under way shortly. Also a half million dollars has been allocated us for an additional two stories on our main post office, and in general remodeling.

Postmaster May K. Powers will take a very efficient organization of four city carriers, two rural carriers, four clerks, and Assistant Postmaster with her to the new structure and in addition you have a service not found in the metropolis of Wisconsin. I refer to your Marine Delivery which means so much to the people residing in the homes around the lake. May I not at this time tender her the congratulations of the Post Office Department and all its officers and employees upon this happy prospect?

(continued on another page.)

HAMMERSLEY'S

WALGREEN SYSTEM DRUG STORE

LAKE GENEVA, WIS.

80 YEARS OF SERVICE TO LAKE GENEVA REGION.

TOILET
GOODS

ELIZABETH
ARDEN
MARY DUNHILL
HELENE
RUBENSTEIN
LENTHERIC
LUCIEN LE LONG

SPORTING
GOODS

GOLF
TENNIS
SWIMMING
BASE BALL

FINEST
LUICK
IN CIGARS ICE CREAM

CIGARETTES
SERVED AT
OUR
PIPES BY
FOUNTAIN
DUNHILL EXCLUSIVELY

Hammersley's has always been recognized
as the Prescription Drug Store of the Lake area.

J.D. GASKELL

GROCERY

AND
MEAT MARKET



FROSTED FOODS

724 MAIN ST.

LAKE GENEVA

PHONE 84

DISTINCTIVE FUNERAL SERVICE

HABECKER-DERRICK

FUNERAL HOME

Ambulance Service

TEL 94 LAKE GENEVA

Conclusion - CORNER STONE LAYING

I should like to publicly thank the Lake Geneva Chamber of Commerce and the committee in charge for their splendid cooperation with Postmaster Powers in arranging this delightful program.

In conclusion may I tender all of you the best wishes of the Post Office Department that is ever ready to serve you, as well as those of its Executives at Washington whom I have the honor to represent here today.

I thank you. "

BENEFIT CARD PARTY ON AUGUST 1st FOR ST. ANNE'S SCHOOL CAMP.

Many of our readers will be interested in attending a card party which will be held at the St. Anne's School Camp which was opened this summer in the Otto Young marble palace.

Many of the large Chicago firms have given beautiful prizes for the occasion. There will be a Door Prize, and Grand Prize also other prizes.

The proceeds are to go toward much needed equipment.

Some of those who have bought advance tickets are Mrs. Henry Bartholmay, Mrs. John Little, Lawrence H. Whiting, Mrs. Ira Nelson Morris, Mrs. William Craig Wolfe, Mrs. George Peek.

The Party will commence at 1:30 Lake Geneva Time and for those who are using Chicago time it is 2:30.

It will be held in the Grand Ball Room.

Tickets are \$1.25

Call 659 for reservations.

LAKE GENEVA LIONS CLUB IS SPONSORING CARNIVAL THIS WEEK

What are the 44 young business men who form the Lions Club of Lake Geneva spending four evenings and three afternoons in selling tickets for an auto, barking at concession stands, taking tickets a merrygo rounds, etc. for. I ask that question of Lester Lusignan, President of the Club.

It is a lot of work and the funny part of it is that those who do the most work are the busiest men on Main and Broad Streets.

Said Lardy " Our Club last year helped liberally toward the Community Chest, have an annual scholarship at a University, helped the Lake Geneva High School Band, gave money for eye glasses for children who could not afford them otherwise, promoted a Farmers' Institute, Assisted the Chamber of Commerce in advertising at the Boat Show in Chicago, help with the beautiful pictures that Dr. Wells has made for exhibition, succeeded in getting the State Lions Convention for Lake Geneva next year. Are planning on Winter Sports for Lake Geneva next Winter. "

"'Nuff 'sed", let's go the Carnival and help them get the money that they need.

The officers are: Lester Lusignan, President; Walter Ledger, 1st V.P.; Ralph E. Braden, 2nd V.P.; Geo. Allen, 3rd V.P.; Wm. Trovinger, Sec'y - Treas. Dr. E. D. Hudson, Lion Tamer; A. E. Bergann, Tail Twister. Directots: Harry Bucht, E. D. Denison, Lyle Traver, Geo. Mc Clellan, Dr. L. H. Donath.

LAKE GENEVA CHAMBER OF COMMERCE has done a grand job of advertising Lake Geneva in papers, circulars, AAA Booths, Moving Pictures and giving excellent service at its office in the Wisconsin Power & Light Co. Lobby and the booth.

Mrs. Thos. P. Keenan is the Executive Secretary. She will be glad to extend the courtesies of the City.

SPECIALS

JULY 28th.

NAVY BEANS
3-lbs. 14¢

TOILET TISSUE
6 rolls 25¢

Am. FAMILY SOAP
5-bars 27¢

AMMONIA
Qt. Bot. 15¢

RYOLA(hard tack)
2-8oz.pkg. 27¢

BAKERS CHOC.
½-lb. bars 17¢

SODA CRACKERS
2-lb. pkg. 17¢

CRISCO 3-lb. 54¢

PRUNES(40-50's)
2-lbs. 21¢

TOMATOES
3-20-oz.tins 25¢

SLICED PINEAPPLE
30-oz.tins 23¢

PEARS(Roundy's)
30-oz.tins 23¢

TAKE A KITCHEN VACATION
THIS SUMMER



4 THRIFTY SPECIALS!

(Prices effective July 27-August 2)

SPINACH BOX 19¢

STRAWBERRIES BOX 21¢

BROCCOLI BOX 21¢

SOLE FILLETS LB. 29¢

HERE'S A DINNER IDEA

1 lb. Sole Fillets }
1 box Broccoli } 69¢
1 box Youngberries }

SPECIALS

JULY 29th.

BLUE ROSE RICE
2-lbs. 13¢

MACARONI(elbow)
2-lb.pkg. 15¢

VINEGAR(reduced)
Qt. Bot. 10¢

RITZ CRACKERS
1-lb.pkg. 23¢

KETCHUP(Rdy's)
14oz. Bot. 15¢

JELL-O
3½oz. pkg. 05¢

GRAHAM CRACKERS
2-lb. pkgs 19¢

SPRY 3-lbs. 54¢

FRESH MEATS

POT ROASTS per lb 23¢
SPRING LAMB(leg) " " 33¢
PORK LOINS " " 24¢
" BUTTS " " 22¢
HAMBURGER " " 22¢
BACON(generous) " " 23¢
PICNICS(Wilson's) " " 25¢
LARD " 2-lbs. 19¢
HAMS half or whole " 32¢

FRESH FISH on Friday
HENS and SPRINGERS

RAISINS
2-lbs. 19¢

CORN or PEAS
3-20-oz.tins 28

APRICOTS
2-30-oz.tins 45¢

SLICED PEACHES
30-oz.tins 21¢

CEREAL-FLOUR-SUGAR-COFFEE

PURE CANE SUGAR 10-lb.sacks 54¢
SOFT BROWN SUGAR 3-lbs. 17¢
POWDERED SUGAR " " 23¢
HILLS BROS COFFEE 2-lb.tins 53¢
CHASE & SANBORN COFFEE 2-lbs 53¢
ROUNDY'S SUPERIOR COFFEE 2 " 49¢
KELLOGG'S C.FLAKES 2-13oz. 19¢
WHOLE WHEAT BISCUIT 2-12oz. 25¢
RYE FLOUR 5-lb.sacks 23¢
RICHELIEU OATS 3-lb.pkgs. 18¢
QUAKER PUFFEED WHEAT pkg. 09¢
WHITE FLOUR 2-lb.sacks 11¢

CALIFORNIA ORANGES 23 Or 32¢Doz.
GRAPE FRUIT 4 for 25¢
FRESH TOMATOES per lb. 10¢

LETTUCE
2-15¢

JAM-PICKLES-FRUIT JUICES

PINECOT JAM 1-lb.jars 23¢
BLK.R.BERRY JAM(seedless)2# 44¢
DILL PICKLES Qt.jars 18¢
MIXED PICKLES " " 27¢
SPICED CRABAPPLE 26oz.tins 18¢
PINEAPPLE JUICE 46oz. " 32¢
GRAPE FRUIT JUICE 2-46oz " 47¢
TOMATO JUICE(Rdy's)2-46oz " 45¢
PRUNE JUICE Qt bottles 23¢
GRAPE JUICE(Richelieu) Qts. 36¢

CHEESE & BUTTER

LaGRANGE BUTTER 2-lbs. 57¢
KRAFT CHEESE 2-lb.boxes 47¢
LONG HORN CHEESE per lb. 19¢
PEANUT BUTTER 1-lb.jars 16¢

GRANZOW & PETERSON

TEL.
196-W-1

SPECIALS

JULY 28th.

BLUE ROSE RICE
2-lbs. 13¢

MACARONI (elbow)
2-lb. pkg. 15¢

VINEGAR (reduced)
qt. Bot. 10¢

RITS CRACKERS
1-lb. pkg. 23¢

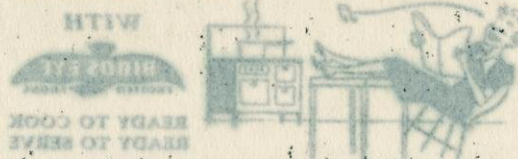
KETCHUP (Rdy's)
14oz. Bot. 15¢

JELL-O
3-oz. pkg. 05¢

GRAHAM CRACKERS
2-lb. pkg. 19¢

SPRY 3-lbs. 54¢

TAKE A KITCHEN VACATION
THIS SUMMER



4 THRIFTY SPECIALS!

(Specials effective July 27-August 2)

SPINACH 19¢
STRAWBERRIES 21¢
BROCCOLI 21¢
SOLE FILLETS 29¢

HERE'S A DINNER IDEA

1 lb. Sole Fillets
1 box Broccoli
1 box Youngberries

SPECIALS

JULY 28th.

NAVY BEANS
3-lbs. 14¢

TOILET TISSUE
6 rolls 25¢

Am. FAMILY SOAP
5-bars 27¢

AMMONIA
qt. Bot. 15¢

RYOLA (hardback)
2-8oz. pkg. 27¢

BAKERS' CHOC.
1/2-lb. bars 17¢

SODA CRACKERS
2-lb. pkg. 17¢

CRISCO 3-lb. 54¢

PRUNES (40-50's)
2-lbs. 21¢

TOMATOES
3-20-oz. tins 25¢

SLICED PINEAPPLE
30-oz. tins 23¢

PEARS (Roundy's)
30-oz. tins 23¢

FRESH MEATS

POT ROASTS per lb 23¢
SPRING LAMB (leg) " 33¢
PORK LOINS " 24¢
" BUTTS " 22¢
HAMBURGER " 22¢
BACON (generous) " 23¢
PICNICS (Wilson's) " 25¢
LARD " 2-lbs. 19¢
HAMS half or whole " 32¢
FRESH FISH on Friday
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30-oz. tins 21¢

CEREAL-FLOUR-SUGAR-COFFEE

PURE CANE SUGAR 10-lb. sacks 54¢
SOFT BROWN SUGAR 3-lbs. 17¢
POWDERED SUGAR " 23¢
HILLS BROS COFFEE 2-lb. tins 23¢
CHASE & SANBORN COFFEE 2-lbs 23¢
ROUNDY'S SUPERIOR COFFEE 2 " 49¢
KELLOGG'S C. FLAKES 2-13oz. 19¢
WHOLE WHEAT BISCUIT 2-13oz. 25¢
RYE FLOUR 5-lb. sacks 23¢
RICHELIEU OATS 3-lb. pkgs. 18¢
QUAKER PUFFED WHEAT pkg. 09¢
WHITE FLOUR 2-lb. sacks 11¢

JAM-PICKLES-FRUIT JUICES

PINECOT JAM 1-lb. jars 23¢
BLK. R. BERRY JAM (seedless) 2 1/2 44¢
DILL PICKLES qt. jars 18¢
MIXED PICKLES " 27¢
SPICED ORANGE JUICE 28oz. tins 18¢
PINEAPPLE JUICE 46oz. " 32¢
GRAPE FRUIT JUICE 2-46oz " 47¢
TOMATO JUICE (Rdy's) 2-46oz " 45¢
PRUNE JUICE qt bottles 23¢
GRAPE JUICE (Richelieu) qts. 36¢

CHEESE & BUTTER

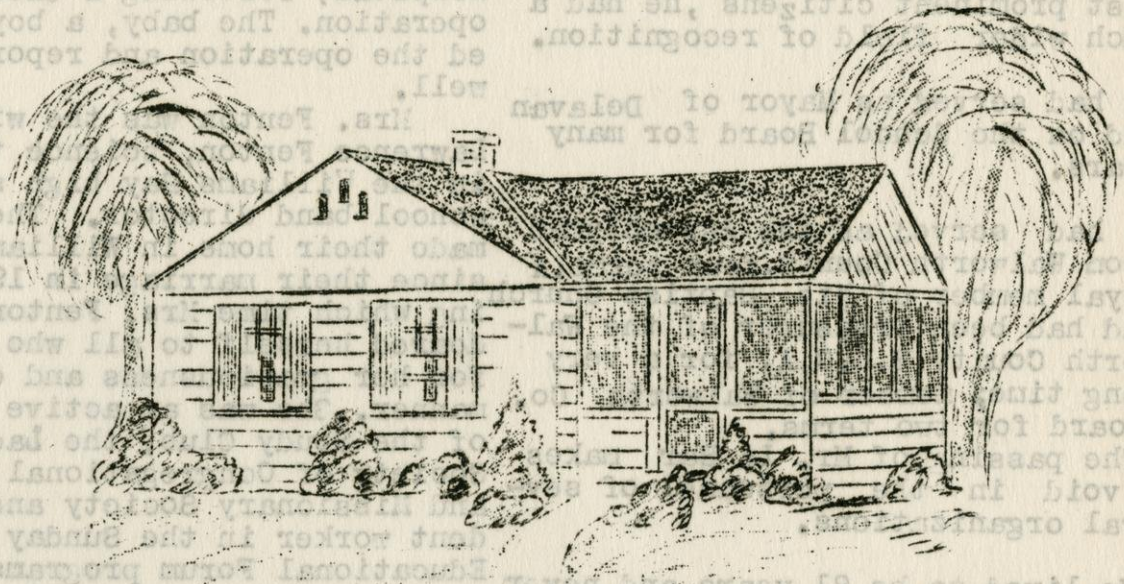
LAGRANGE BUTTER 2-lbs. 57¢
KRAFT CHEESE 2-lb. boxes 47¢
LONG HORN CHEESE per lb. 19¢
PEANUT BUTTER 1-lb. jars 16¢

GRANOW & PETERSON

TEL. 156-W-1

WALWORTH LUMBER COMPANY

P R E S E N T S A N O T H E R D E S I G N



WE CAN FURNISH COMPLETE SPECIFICATIONS
FOR THIS COTTAGE AND SCORES OF OTHERS.

WE WILL GLADLY SHOW YOU PLANS
FOR HOMES OR SUMMER COTTAGES.

WE HELP IN FINANCING HOMES.

WE WILL BE PLEASED TO GIVE FIGURES
ON MATERIALS NEEDED IN CONSTRUCTION OF
A NEW HOME OR REMODELING JOB.

WE HAVE ALL THE LATEST IMPROVEMENTS IN
INSULATION, INTERIOR FINISH.

WALWORTH LUMBER COMPANY
ZENDA LUMBER CO.

DANIEL E. LA BAR

Another good friend to man is gone. Daniel La Bar passed away at 7 a.m. last Friday from a heart attack which was followed by pneumonia.

Thought rated as one of Delavan's most prominent citizens, he had a much wider field of recognition.

He had served as Mayor of Delavan and on the School Board for many years.

He had served as the Assemblyman from Walworth County four terms. A loyal member of his Baptist Church and had been Treasurer of the Walworth County Y.M.C.A. for a very long time; member of Walworth Co. Board for two terms.

The passing of Mr. La Bar makes a void in the personnel of several organizations.

He lived to be 81 years and never really retired. He spent much time at his farm on Highway 50 near Delavan Lake.

The last time the editor saw him he was hunting weeds along the highway. He was of that nature, that he believed in the strict observance of law.

ANNA HUGHES

Funeral services for Miss Anna Hughes, 52, was held at the St. Francis de Sale Catholic church on Monday morning, July 24. Miss Hughes, a lifelong resident of this vicinity, had been seriously ill for ten days and passed away in a Madison hospital last Saturday morning, July 23. She lived in the family home between Lake Geneva and Williams Bay and had been a fine seamstress all her life, catering to the most particular trade.

A sister, Mrs. James Barrett, and a niece, Lucy Kalaher, both of Lake Geneva, survive her. Burial was in the Catholic Cemetery, Lake Geneva.

MRS. LAWRENCE FENTON DIES AT MADISON

Residents of Williams Bay and community were greatly shocked and saddened Sunday, July 16, to learn of the sudden death of Mrs. Lawrence Fenton, who passed away at 10:30 A.M. that day in Madison General hospital, following a Caesarian operation. The baby, a boy, survived the operation and reported doing well.

Mrs. Fenton was the wife of Lawrence Fenton, science teacher in the Williams Bay high school and school band director. They had made their home in Williams Bay since their marriage in 1937, during which time Mrs. Fenton had endeared herself to all who knew her for her graciousness and charm of manner. She was an active member of the Study Club, the Ladies Aid Society of Congregational Church and Missionary Society and an ardent worker in the Sunday Evening Educational Forum programs last winter, also a member of the P.T.A. of the Wms Bay school. Mrs. Fenton, before her marriage, taught for ten years in the Gaston school, Deloit.

Funeral services were held at 2 P.M. Wednesday at Richland Center, Wis., where her mother resides, the Rev. Sidney Deavin, pastor of the First Methodist Church conducted. Rites were at the Pratt Funeral Home, burial will be at Richland Center.

She is survived by the husband and infant son; her mother, Mrs. Will Morton, Richland Center; three brothers, Fred Morton, Richland Center; Floyd Morton, Viroqua; and Earl Morton, Madison; two sisters, Mrs. Ivan Renick, Richland Center; Mrs. Ivan Gibson, Madison.

Mrs. Fenton named her baby Lawrence Horace.

Mr. and Mrs. Warren Decatur of Oak Park, spent the weekend in one of the C. Larson's cottages on Geneva Street.

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A TRIBUTE TO A FRIEND WHOM I MISS NEW CLASSES AND PREMIUMS OFFERED
BY WALWORTH COUNTY FAIR

In the January number of "Bay Leaves" I wrote about the death of my good friend Jerry Cronin and said that in a later number I was going to tell about him.

Every week when passing the paper I think of Jerry and his cordial greeting. (He was a loyal subscriber to the paper). He read it from cover to cover and pointed out discrepancies in the stories. He knew all the old timers on the lake.

Jerry was born in 1862 at Lake Geneva on what is now the site of the depot. When two years old the family moved to the farm where he died. He went to work for the Northwestern before he was twenty years of age and served faithfully for 28 years.

He married Mary E. Manning of Milwaukee in 1895 and established their home there. They had eight children, seven of whom are living.

Jerry was a lover of nature and early was recognized by his friends as almost an authority on what birds, animals, trees, etc. could be found around Lake Geneva.

In 1909 he moved back to the Cronin farm and when it was hard for him to do the farming he built a gas station and operated it across the road from his house.

He took a keen interest in the affairs of the community and for 8 years served as a member of Woods School Board.

He showed the editor where the original road went from Lake Geneva to Williams Bay, gave him some rocks which had been brought down by the glaciers from the copper country. His wife lives at the old homestead and a daughter, Marie and a son Joe, who carries on at the Gas Station are home with her.

His funeral was held on Dec. 30 at St Frances de Sales Church in Lake Geneva, and burial was in the Catholic Cemetary.

In an effort to induce more persons to participate in the Walworth County Fair, which opens Friday, September 1, and closes after the night show Labor Day, officials of the Walworth County Agricultural Society have included several new classes and have added premiums in others.

The Boy's and Girl's departments, which in the past have been open only to members of the county 4-H organization have this year been opened to all boys and girls between the ages of 10 and 20. In addition to the classes offered in other years, there will be a colt show for Belgians and Percherons with \$48 in premiums. Colts must have been born after February 1, 1939.

The youth's department will be housed in the former art hall thus leaving space in the educational building for exhibitors who wish to rent space. This was made possible by the purchase of the old Methodist dining hall, which has been remodeled into a floral hall. Exhibitors space will also be available in this building, as well as the horticultural hall, according to F.M. Porter.

The amateur photography class has been enlarged to include more types of pictures and \$30 is being offered in premiums. The change was made as a result of an appeal from several camera clubs in the county. This class is open to Wisconsin and adjoining counties.

Premiums in the sheep department have been increased this year by adding fourth and fifth money for Shropshire and Hampshire Downs. About \$50 additional is being offered.

An addition was also made in the poultry department to include such game birds as pheasants, wood ducks, partridges and quail.

(Con't)

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A.P. Heim
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Wesley Richard
C. Anderson
T.J. Donovan

Lake Geneva Highlands (continued)

Earl Suman

August Munson
H. Westerstradt
Chas. Hammersburg
Geo. Swanson
Harry Meneola
Carl S. Munson
Fred Clemons
Antone Siminson
Mary Henrici
Chas. G. Dickinson
C.H. Vance
John Patterson
Geo. Capithorn

179 EDGEWATER TERRACE

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Howard H. Hilton
August J. Johnson
Alexander Cummings
H. Hansen
Alex Burgland
Carl Gyers
Antone Mallinger
Josephine M. Valjacek
Gust Salapates
Herman Roltsch
John Zeigler
Walter Maher
Christine Hanson
O.B. Almberg
Olaf J. Dysterud
K. Grant

No. 180 T.J. Lefens Estate
Miss Catherine Lefens, Walter Lefens
Mrs. Frank F. Porter.
Raymond Niles, Foreman.

G.A. Smith
Dr. LeRoy Smith
W.S. Milliner

T.B. Munro at Fearis Cottage

181 Members of Woodale Lake Shore
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Harlan Betts
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J. Frank Meyer "Birchmont"
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Mrs. T. J. Hoyt
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Theodore Kunko
Wm K. Yates
Walter Wade

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Dr. M. Zeller
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E. F. Schloesser
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Stella Krinling
Earl B. & Chas. B. Leitner
Edward Steinbrecher
Emma Fleck
Stanley Lessner
C. Mears
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Geo. Thompson
Ben Schalich
H. Lindemon, Jr.
Mrs. Chas. Heinelnier

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Nata Mueller
John Porter
Thos. F. Carey
J. M. Kiel
Herbert I. Lams
Michael Gallagher
Margaret Schraeder
J. L. Bohn, Sr.
Richard Bohn
David Notter Est.
James Holmes
Peter Solderhole
Annie Barlow
Edna Sargen
Frank H. Schonta
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Chas. Witte
August Bergstrom
John Kleczewski
Chas. Szallio
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YOU WILL ENJOY
LOOKING AT THE
DISPLAYS

SOUVENIRS.

GOVERNOR HEIL TO BE SPEAKER AT BAY BANQUET

Monday evening August 21

The Men's Community Club of Williams Bay has confirmation from Governor Heil that he intends to be at Williams Bay on August 21 for an afternoon. The Club is planning on showing the governor a "good time" and at night have a banquet at which it is hoped 1,000 Bay and Neighboring Citizens (Summer residents are included) will dine with the Governor.

The Banquet will be held at College Camp Dining Room. Advance reservations are being received by Dr. C. Y. Wiswell, Sec'y of the Men's Community Club. Tickets are \$1.00.

COMMITTEES FOR LAKE GENEVA FLOWER SHOW

Mrs. Arthur W. Wakeley, who is chairman of the Flower Show again this Summer has appointed committees as follows to assist her in planning the Flower Show which will be held August 11 (Friday 1 to 10 P.M.) and Saturday 10 A.M. to 6 P.M.

Main Room Decoration- Mrs. Robert Tarrant.

Premiums and Tickets- Mrs. H. Bartholomay,

Treasurer- Henry Bartholomay

Publicity -Mrs. A.K. Maxwell

Afternoon Tea- Mrs. Earle Zimmerman, Mrs. Harry Macdonald, Mrs. C. Grommes Rehm

Food Sale - Mrs. Charles Peace, Mrs. Fred Clifford, Mrs. Marion Stiger Butler, Mrs. Philip Starck. (continued)

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Luncheon prepared especially for you and nicely served to you for 65¢ ever week day except Monday..

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Elizabeth Ann O'Neill

Vander Bosch Farm Restaurant

7 1/2 MILES WEST OF LAKE GENEVA ON HIGHWAY 50.

FLOWER SHOW COMMITTEES (cont)

YACHT CLUB RACES THIS WEEK

Dairy Booth- Mrs.W.C.Grunow, Mrs.
W.H.Emery, Mrs. Elliot Warner,
The Misses Kaye.

"C" July 22nd
(1) Edwards
(2) Sill
(3) Kiefer

Fruit Booth -Mrs. E.N. Mc Donnell,
Mrs.Edward W.White, Mrs. Allan
P.Lovejoy.

"A" July 22
(1) Jack Vilas " Junior
(2) Bud Gartz "Big Foot Too "
(3) H.N.Gifford " Little Smoke"
John Perrigo, Skipper

Vegetable - Mrs. Austin Pope,
Mrs. Fernando Cuniberti, Mrs.
Louis Schultz, Mrs. Alfred Craven.
Mrs.A.D.Edwards

Garden Accessories - Mrs. Perry
Elwood,, Mrs. John R.Reilly, Mrs.
Wm Macdonald, Mrs. Harry Wells,
Mrs. I.L.Ellwood, Mrs. Joseph Towle,
Mrs. Philip R.Starck, Jr.

Cub
(1) Peterson Bros. Dick Hammers-
ley, Skipper
(2) Elaine Reid
(3) Mc Intosh

Table Settings - Mrs. Bartholomay
Osborne.

"E" Sunday 23rd
(1) Colman
(2) Meyer
(3) Hough

Breakfast Trays - Mrs.H.H.Porter

Flower Arrangement - Twin Contain-
ers- Mrs. A.F. Madlener.

Flowers in Front of Screens-
Mrs.William F.Petersen.

We will be glad to have your
cooperation this week in giving
any cahnges which are needed
to make the Directory Correct.

Miniatures - Mrs. E.H.Redecker ,
Mrs.C.G.Frank.

We wish names of cottages or
estates as a matter of record.

Cut Flowers After Show- Mrs. Harry
Wells, Mrs.Frank Porter.

After the list is complete
we will put a cover on it and
sell it for 25¢ to cover cost.

CUB REGATTA HAD ONE RACE ON
FIRST DAY.

There were 28 cub Boats in the
first race of the Inland Lakes
Cub Regatta. 9 of these were enter-
ed by Lake Geneva owners.

The editor will have ready for
distribution by August 1st
copies of the "Constitution"
with comments by noted men.

Winners of 1st Race:

"Lucky " Chet Greer, was first
Minnetonka Yacht Club

The interest of the readers of
Lake Geneva Observer in helping
to put across the distribution of
10,000,000 copies is solicited.

(2) "Bold Venture " T.W. Morris, Jr
Oconomowoc Yacht Club

These will be sold for use in
letters or to give out to friends.

(3) "Jolly II " Bud Wingate
Minnetonka Yacht Club.

Boats are entered also from Delavan,
Pine, Calhoun and Cedar Lakes.

It is a big goal but "If we are
to remain a liberty loving nation
we must know and fight for the
rights given in our Constitution
of the United States.

On Thursday morning no race was
held on account of lack of breeze.

Send a \$1 for 10 copies.

* * * * *
COLLEGE CAMP PROGRAM NOTES
 * * * * *

**WALLACE BRUCE AMSBARY, HUMORIST
 AND POET, RETURNS TO COLLEGE CAMP**

The name of Wallace Bruce Amsbary, Chicago poet, humorist, and lecturer conjures up pleasant memories for many College Camp guests and friends. For several years he has been appearing on the program at College Camp with his masterful interpretations of great English literature. His first presentation this season is scheduled for tomorrow evening, Friday, July 28, at 8:00 P.M. The program will be open without charge to Camp guests and Lake Geneva neighbors. Mr. Amsbary will feature "The Singer of the Seven Seas", an entertaining study of the literary contributions of Rudyard Kipling.

**STEVENS PUPPETEERS TO ENACT
 "JOAN OF ARC" ON COLLEGE CAMP STAGE**

Under the sponsorship of the Midwest Puppeteers, and the Employee's Association of College Camp a performance of "Joan of Arc" will be presented by the Martin Stevens Puppeteers, Saturday night, July 29, at College Camp. The program to which the public will be admitted is to be part of the annual convention of the Midwest Puppeteers, an organization of marionette guilds from several states. Miss Helene Thurston, president of the interstate body and a member of the Chicago Marionette guild will preside at the sessions of the week-end meeting.



**GOODSPEED, NEW TESTAMENT TRANSLATOR,
 COLLEGE CAMP PREACHER**

Dr. Edgar J. Goodspeed, Biblical scholar, whose modern translation of the New Testament has been read with such great interest and profit by thousands since its publication in 1923, comes to College Camp again as the speaker for the 10:45 A. M. Service of Worship on Sunday morning, July 30. As it was announced earlier that Dr. Goodspeed would speak on August 13, readers are asked to take particular note of the change in date.

Upon retirement from active teaching duty at the University of Chicago a year or so ago, the title of Edgar

DeWitt Burton Distinguished Service, Professor Emeritus of Biblical and Patristic Greek was conferred upon Dr. Goodspeed. Thus the great esteem in which College Camp and Lake Geneva people hold Dr. Goodspeed is well matched by the title which accurately defines his present relationship to the University.

The service of music at the Sunday Service of Worship is enriched each week by a well trained choir singing under the direction of Clare John Thomas, and by the playing of the Hammond electric organ by Cassius Gould.

THE LADIES ENJOY COLLEGE CAMP'S PUBLIC FEE GOLF COURSE, TOO

40th ANNIVERSARY YEAR

In Williams Bay
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Adjacent to
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Observatory

Golf instruction is
available at the
rate of \$1.25 per
hour.

A cozy club house with
veranda and lounge
where you may be
served with light
luncheons or tasty
refreshments

Clubs and bags may be
rented, purchased or
repaired

NO SUNDAY PLAY

Ten Day Coupon Tickets
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\$6.00



GREENS FEES

Season Membership

Men.....	\$15.00
Women.....	10.00
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Daily Fees

Single Day Ticket (Monday thru Friday).....	\$0.75
Saturdays.....	1.00

COME!

HEAR!

FEAST!

AT

THE GOSPEL TABERNACLE

WILLIAMS BAY



Something worthwhile

August 1st (Tuesday)
thru August 4th (Fri.)

Song Fellowship begins at 8 p.m.

BIBLE CONFERENCE

THEME: "The Hope of The Future"

SPEAKER: The Rev. Torrey M. Johnson of Chicago. One of America's outstanding young men. President of Wheaton College Alumni, teacher of New Testament Greek at Northern Baptist Seminary, and Pastor of the Midwest Bible Church in Chicago. He is in constant demand as a speaker at Young Peoples gatherings and so we especially urge YOUNG PEOPLE to come. Everyone is heartily welcome.

SUBJECTS: "The Hope of the Jew"

"The Hope of the Church"

"The Hope of Jesus Our Lord"

"What's the World Coming To?"

* * *

ENCOURAGING! ENLIGHTENING! ENLIVENING!

NEW CLASSES AND PREMIUMS OFFERED
BY WALWORTH COUNTY FAIR

C H U R C H E S

Premiums totaling \$40 are offered. The state conservation commission will participate in this show but will not compete for premiums.

CONGREGATIONAL CHURCH

Rev. Victor H. Keiser, Pastor

Sunday School

9:30 AM

Morning Worship

10:45 AM

The pastor's sermon topic for Sunday, July 30 will be "Secret Sins".

Rev. Keiser and family will be away for vacation during the month of August, which time there will be no church service.

Anyone desiring to go to the camps for services may have transportation, which will be furnished.

CLASSIFIED ADV.

FOR SALE- Black dirt. Permanent flagstone. (Illinois) and Lawn Fill. BETTER LAWNS & GARDENS NURSERY, Route 50. (7-13-20-27)

GOSPEL TABERNACLE

FOR SALE- Spring chickens. E.T. Pearson, 150 Clover St. Ph-1277-R-2. (Jn-29-Jl-6-13-20-27)

Rev. R.K. Kinney, Pastor

Morning Worship

10:30

The Rev. Franklin Dyrness of Quarryville, Pa. will bring the message from the Word of God at this service.

Bible School

11:30

A Class for YOU and a Welcome too.

Junior Young Peoples

7:00

Mrs. Marion Anderson, Supt.

Senior Young Peoples

7:00

Something special. Come.

Evening Service

8:00

Mr. Wilbur Closterhouse, Grand Rapids, Mich., who is studying at Princeton Theological Seminary will be God's messenger.

The Dean house on Geneva Street, occupied by the Carl Osman family, has been given two coats of paint with trim and other repairs, which greatly improves the property.

OUTDOOR FURNITURE and GARDEN ACCESSORIES SHOP

has been opened at Lake Geneva by Mr. and Mrs. Josiah N. Woodard of Chicago. Mrs. Woodard is the daughter of the R.C. Williams, who have a home in Cedar Point Park.

The Rev. Torrey M. Johnson of the Midwest Bible Church, Chicago, will be the speaker at a four day Bible Conference in the Gospel Tabernacle, Wms Bay. Rev. Johnson is listed in "America's Young Men", which is the official Who's Who among the young men of the nation. This publication contains more than 6500 biographies of America's outstanding young men under 40 years of age.

(Continued)

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GERTRUDE SCHROEDER

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WALWORTH 11

GOSPEL TABERNACLE (Con't)

He attended Northwestern University and is a graduate of Wheaton College and Northern Baptist Seminary. In the latter school he is now instructor in New Testament Greek. He is a sound preacher of the word of God and is especially used in Young Peoples work. Therefore, young and old alike are urged to take advantage of the teaching ministry of this young man while he is with us.

For further information concerning this Conference see full page announcement elsewhere in this paper.

ST. BENEDICTS CATHOLIC CHURCH Fontana.

SUNDAY MASSES- 7:30-8:15-9:00 -
9:45- 10:30 A.M.

Rev. Father J.F. Mahley, pastor.

COLLEGE CAMP

Sunday morning service, July 30, at 10:45, in Lewis Auditorium. The speaker will be Dr. Edgar J. Goodspeed of the University of Chicago.

A vested choir under the leadership of Mr. Clare John Thomas, will be heard in appropriate music.

ALL EYES WILL LOOK HEAVENWARD TONIGHT

The planet Mars will be the closest to the earth in 15 years tonight, only 36,033,000 miles, and which is the nearest to the earth it will be for 17 years.

Mars and the earth move around the sun on neighboring paths, the earth at a speed of 18½ miles a second and Mars at 15 miles per second. Mars has the outside track.

Astronomers at Yerkes Observatory have their telescopes all ready to discover if there are inhabitants and vegetation on the planet.

CELEBRATE FIFTIETH WEDDING ANNIVERSARY

The J.B. Bauermann home at Elkhorn, Wis. was the scene of a great deal of activity on Tuesday, July 25, 1939, the Golden Wedding Day of Mr. and Mrs. Jacob Bauermann, life long residents of Elkhorn, for Jake, as he is best known, and his wife have always lived in Walworth County.

Emma Kreuger, daughter of Mr. and Mrs. Frank Kreuger and Jacob B. Bauermann, son of Mr. and Mrs. Jacob Bauermann, Sr., were married at the farm home of the bride in Lafayette Township, July 25, 1889. They made their home in Elkhorn where he continued his work as an architect and builder in and around the county.

In the more than fifty years of building he has to his credit are the Catholic church, St. Johns Lutheran church, the First Baptist church, and rebuilt when the first church burned, the Band Shell in the park, Matheson Memorial Library, Elkhorn Lumber Co. office and new buildings, and many other buildings throughout the county.

Six of their seven children were present. One daughter, Dora, Mrs. Carl Recknagel, passed away in 1931. The children are Mrs. A.C. Ohl, Mrs. Bay, the eldest, Mrs. D.D. Ross, Mrs. Glen Sperry, Mrs. Adrian Ague, Harold of Elkhorn, and Miss Carolyn Bauermann, Durham, North Carolina. The thirteen grandchildren were present and presented their grandparents with fifty golden roses.

They had planned to have a family party in the evening but word was passed around and it turned out to be a gala occasion, with many callers throughout the afternoon and evening. Seventeen floral baskets, and bouquets, many lovely gifts and 55 cards of congratulation were received and so appreciated.

The daughters served refreshments to friends and relatives who called. Two of those present at the wedding in 1889 were present on

(Continued)



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OR WEEK WITH SKIPPER
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DANISH PASTRY
AT ITS BEST
HOT ROLLS FOR

BREAKFAST

LAKE GENEVA GARDEN CLUB MINIATURE EXHIBIT AUG. 11-12

AND JUNIOR-EXHIBIT
OF MINIATURES.

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Mrs. E.H. Redecker LG 1245 J4

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BATTERIES

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CELEBRATE FIFTIETH
WEDDING ANNIVERSARY (Con't)

Tuesday, Mrs. Charles Dopke, younger sister of Mrs. Bauermann, and Mrs. C.W. Nuoffer, a friend.

It is interesting to know that Mr. Bauermann's sisters, Mrs. August Desing (now deceased) and Mrs. Theodore Nuoffer, both celebrated their golden wedding although their parents didn't quite reach that day in their lives.

VISIT THE LOTUS BEDS

An acre of lotus flowers is blooming this week at Nippersink Lake. The lotus, sacred flower of the orient, grows wild in the Fox lake district. It takes four years to produce a flower from a lotus seed.

Take Highway 12 to Richmond, Ill. thence to the left, follow the direction signs from there to Grass Lake.

The regular Thursday morning book review by Miss Katharine Frost was held this morning at 10 o'clock at Mrs. R.B. Whitaker's lake shore home near Fontana.

Mr. and Mrs. J.H. Gibson, 350 Northwood Road, Riverside, Ill., are spending their vacation at Lake Geneva, occupying the cottage of Mrs. Jerome Ingalls on the south shore.

THE WOMAN'S EXCHANGE SALE

for the Lake Geneva region will be held on August 8 at Mrs. Robert Tarrant's estate at Buena Vista.

This organization makes a specialty of holding sales in brand new homes or interesting old ones during the summer season, both here and in the East.

IN THE GOOD OLD SUMMER TIME

The thermometer this morning at 6:30 a.m. registered 80 degrees. At 11 A.M. it is 100° in the shade.

BIG FOOT COUNTRY CLUB

"CUB" REGATTA

Wednesday, Thursday and Friday,
July 26, 27 and 28

Dinner Dance, Thursday evening,
July 27
for "CUB" REGATTA

Saturday night, July 29,

DINNER DANCE

The Chef promises to outdo himself. Come and bring your guests. Reservations please.

Rhythmic music by Wallace, The best orchestra we've ever had. After dinner dancing fifty cents per person. Please register.

SUNDAY EVENING, JULY 30- 7 P.M.
Preceded by a Buffet Supper

COLORED MOTION PICTURES OF LAKE
GENEVA

The celebrated motion films of Dr. H.E. Wells of Chicago. Dr. Wells has shown them all over the country and they have been acclaimed as undoubtedly the finest example of local beauty ever filmed.

BUFFET SUPPER at 7 p.m.- \$1.00

EXHIBITION OF FILMS at 8

MEN'S GOLF- Saturday & Sunday, July
29 and 30

Match play against par- full handicaps- prizes. Blind bogey ball sweepstakes.

WOMEN'S GOLF- Tuesday mornings at 9 A.M. followed by luncheon- August 1- Qualifying round for club championship. Sixteen to qualify.

Event for the day-medal play- full handicaps.

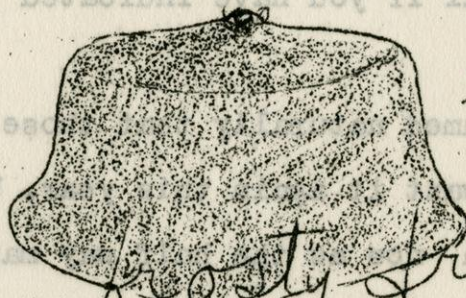
WOMEN'S GUEST DAY-Thursday, August 3- Luncheon- 1 p.m.- 75¢- BRIDGE- 50¢ per guest. We will pivot- make your table

THE ICE BERG

WILLIAMS BAY, WIS.

New Different Delicious

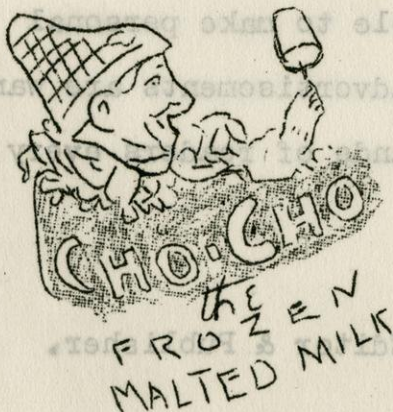
SERVES
8
GENEROUS
PORTIONS



50¢

frosty fruit
ICE CREAM CAKE

All Ice Cream- a brand new treat you won't want to miss. Rich in tempting fruits, with luscious, mellow, fruity flavor of fine, fruit cake. Topped with delicious toasted macaroon "icing". Enjoy this grand new taste thrill at dinners, parties, bridges. ORDER ONE TODAY.



*Try the new
taste thrill*

FROZEN MALTEDS
ON A STICK

They're Delicious

5¢

TEL 1202-J3 WE DELIVER

THE ICE BERG

The editor would like to call your attention to a few things which are important to him.

In the large job of distributing "Lake Geneva Observer" it is possible some of you are skipped once in a while. It is not intentional if you have indicated that you wish the paper every week.

It has been assumed naturally that those who subscribed last year will want it again this year. Will you send in your subscription now as the half way mark has been reached. Sponsors -those who wish to help in the distribution to many of our summer visitors and also to help in gathering historical material - pay \$5.00

Annual subscription is \$1.00. That includes all summer issues and many during the winter. Summer only 50¢.

Advertising is solicited. In the press of getting out the paper single handed it is not possible to make personal solicitation. Never-the-less your advertisements are wanted. They are read by all of the thousands of readers every week. Readers and advertisers tell us so.

F.M. Van Epps,

Williams Bay, Editor & Publisher.

203TJAM MALLTDS
ON A STICK
MALLTDS
203TJAM MALLTDS
TEL 1505-13 WE DELIVER

DICK HORLICK

RIDING ACADEMY

WILLIAMS BAY, WIS.

PHONE 1202-J.I.L.G.

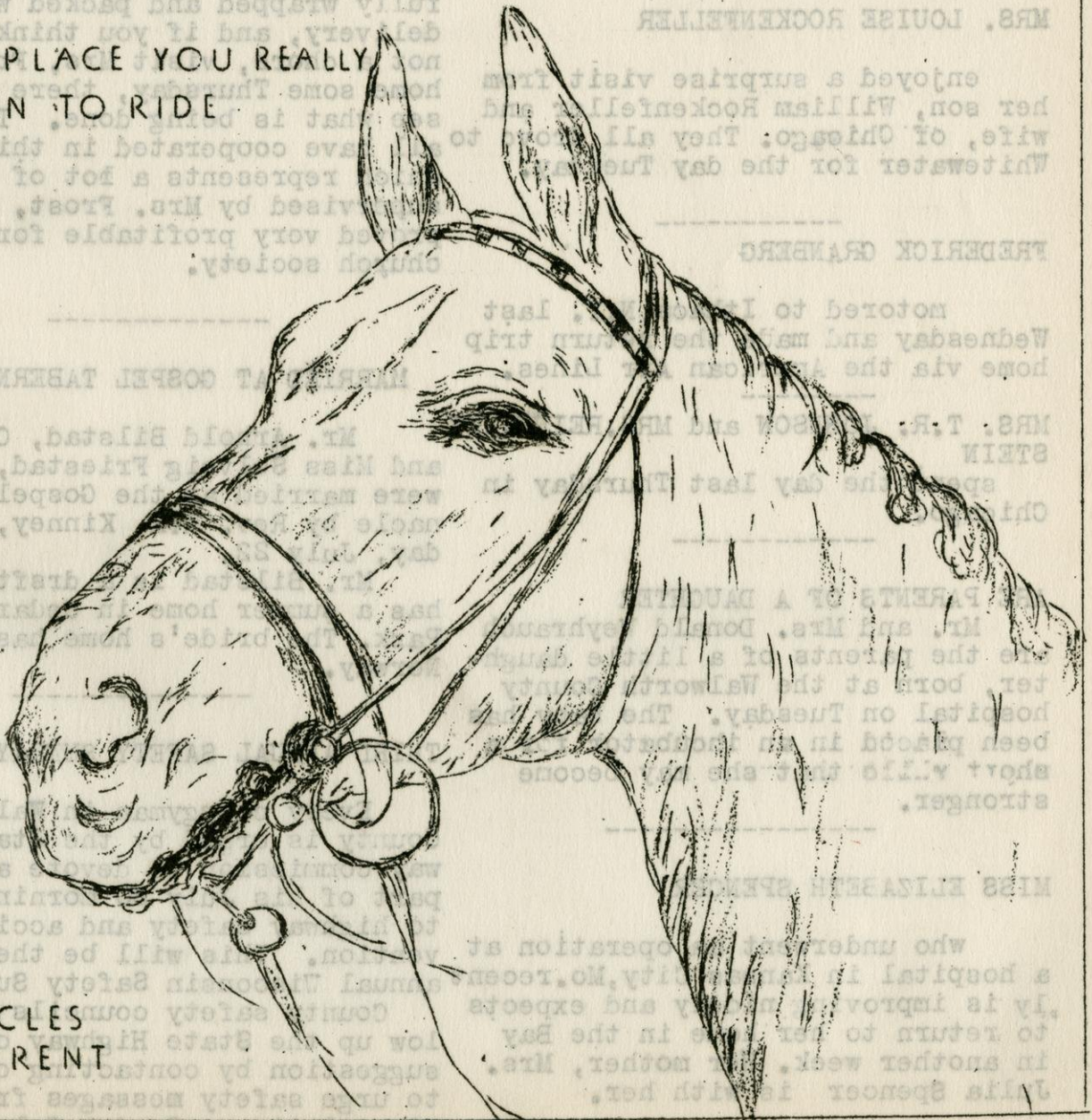
LESSONS FOR CHILDREN

A SPECIALTY

THE PLACE YOU REALLY
LEARN TO RIDE

NOTED FOR THE

BEST HORSES.



BICYCLES
FOR RENT

MR. AND MRS. RUDOLPH W. BRAMBERG
of Oak Park are visiting Mr.
Bramberg's father at his home in
Cedar Point Park.

They have their three children
with them, Nancy, Jane and Billy.
The girls are enjoying horseback
riding and the handicraft school,
besides trying to improve their
diving and swimming. Billy's only
sport is wading. They plan to stay
through July.

MR. AND MRS. J.S. HOTTON

returned Monday from a months'
trip to the New England states and
Silver Day, New York.

MRS. LOUISE ROCKENFELLER

enjoyed a surprise visit from
her son, William Rockenfeller and
wife, of Chicago. They all drove to
Whitewater for the day Tuesday.

FREDERICK GRANBERG

motored to Ithaca, N.Y. last
Wednesday and made the return trip
home via the American Air Lines.

MRS. T.R. JOHNSON and MRS. REINHARDT
STEIN

spent the day last Thursday in
Chicago.

ARE PARENTS OF A DAUGHTER

Mr. and Mrs. Donald Weyhrauch
are the parents of a little daugh-
ter, born at the Walworth County
hospital on Tuesday. The baby has
been placed in an incubator for a
short while that she may become
stronger.

MISS ELIZABETH SPENCER

who underwent an operation at
a hospital in Kansas City, Mo. recent-
ly is improving nicely and expects
to return to her home in the Bay
in another week. Her mother, Mrs.
Julia Spencer is with her.

BENEFIT LUNCHEON TUESDAY, AUG. 8

The last of the regular Tuesday
luncheons given by the Ladies Aid
Society of the Congregational
Church, will be held in the church
dining-room on Tuesday, August 8,
at 1 o'clock. Mrs. H.A. Stark and
Mrs. Alfred Johnson will be hostess-
es.

This will be Cedar Point Park
day and all ladies from there are
specially invited. Reservations are
limited and should be made at once.
Call Mrs. E.B. Frost- 1204-R-4.

Mrs. Frost has orders this week
for 110 dozen cookies, all of which
are made by the members of the
society. Each order must be care-
fully wrapped and packed well for
delivery, and if you think this is
not a chore, visit Mrs. Frost's
home some Thursday, there you will
see what is being done. The ladies
all have cooperated in this project
which represents a lot of hard work,
supervised by Mrs. Frost, and has
proved very profitable for the
church society.

MARRIED AT GOSPEL TABERNACLE

Mr. Arnold Bilstad, Chicago ,
and Miss Solveig Friestad, Wms Bay,
were married at the Gospel Taber-
nacle by Rev. R.K. Kinney, on Satur-
day, July 22.

Mr. Bilstad is a draftsman and
has a summer home in Cedar Point
Park. The bride's home has been in
Norway.

THIRD ANNUAL SAFETY SUNDAY- JULY 30

Every clergyman in Walworth
County is urged by the State High-
way commission to devote all or
part of his July 30 morning sermon
to highway safety and accident pre-
vention. This will be the third
annual Wisconsin Safety Sunday.

County safety councils will fol-
low up the State Highway commission's
suggestion by contacting clergymen
to urge safety messages from Wiscon-
sin pulpits on Sunday, July 30.

R. E. BURTON

GENERAL MERCHANDISE

LANTZEN
 SWIM SUITS
 MEN'S SPORTS WEAR
 BATHING CAPS

WILLIAMS BAY



BURTON & BURTON



GRIDLEY

ICE CREAM

ATTRACTIVE
LIST OF

COLD DRINKS

FILMS
DEVELOPING

WE DELIVER

TEL. 818 J 3



BURTON

BROS.

WILLIAMS BAY



SPECIAL:

FRESH PEACH
CHOCOLATE
VANILLA.

Enjoy our
 delightfully
 cool drinks
 after fishing

TEL. 819 J 2



"CALL IT A DAY" IS DIFFERENT

The most elaborate and pretentious production on the Belfry Players' schedule will be Dodie Smith's brilliant English comedy, staged in nine scenes, eight of which call for different stage settings. Following a New York theatre run of 200 performances the play was made into a movie featuring Alice Brady, Olivia de Havilland, Anita Louise, Ian Hunter, and was later included in Burns Mantle's Volume of the best plays of 1935-1936.

"CALL IT A DAY" is the fourth production of the Players this summer, and will run for only the original five nights, and will be presented at the Belfry Theatre August 2, 3, 4, 5 and 6, with the following cast- Esther Hotton, Rodney Dexter, Gladys Reinhart, Ruth Phipps, Peggy Scymour, Estelle Field, Perry Fisk, George Kelso and Florence Hagenah, all of Wms Bay; Florence Canuteson and Jane Anderson of Delavan and Delavan Lake; Louise Mergener of Lake Geneva; Ann Libberton, Gordon Gorlin, and Peg Buckles, of Fontana and Walworth. The play is under the direction of Eli Popa, whose earlier

production of "KIND LADY" received high praise. Stage management will be under the direction of Bob Seymour, who, for this production, will have a special crew of four men to assist him because of difficulties in staging. The special painting needed for one of the scenes is through the courtesy of Frederic Mizen, of Chicago, of the Mizen School of Art, who is giving a portrait exhibit in the Belfry Theatre July 28.

DRIVING PRIVILEGE TAKEN FROM WILLIAMS BAY RESIDENT

Elmer Nelson, Wms Bay, was given a suspended jail sentence of 60 days by Justice George Belton, Monday afternoon, on a drunken driving charge. His driver's license was ordered revoked for one year. Nelson was arrested at Wms Bay on Saturday night by officer Perry Nicholas.

SPRAGUE THEATRE- ELKHORN, WIS.

AIR CONDITIONED

Thurs-Fri- July 27-28

"ON BORROWED TIME"

Lionel Barrymore, Sir Cedric Hardwicke, Beulah Bonde, Una Merkel.

A fantasy story, different from anything you have ever seen.

Saturday- July 29

"BULLDOG DRUMMOND'S SECRET POLICE"

John Howard, Heather Angel, H.B. Warner. Mystery, Melodrama.

Sun-Mon-Tues- July 30-31-Aug. 1

"ANDY HARDY GETS SPRING FEVER"

Mickey Rooney, Lewis Stone, The whole Hardy Family. All comedy.

Wednesday- August 2

"UNDERCOVER DOCTOR"

Lloyd Nolan, Janice Logan, Heather Angel.

Thurs-Fri- Aug. 3-4

"LOVE AFFAIR"

Charles Boyer, Irene Dunn -

CIVIC LEADER OF FONTANA DIES AT 85

Funeral services were held last Saturday, July 22, at Fontana for William S. Peavey, 85, prominent for years in civic affairs there. Mr. Peavey, a retired Standard Oil Co. employe, died on last Thursday following a long illness.

He served on the first village board of Fontana and aided in incorporating the village.

He leaves a wife, a son, Henry of Villa Park, Ill.; a daughter, Mrs. Evelyn Anderson, Chicago, and six grandchildren.

DEHAVAN THEATRE- DELAVAN, WIS.

AIR CONDITIONED

Thurs- July 27-

Phil Stong's "C A R E E R "

with Anne Shirley, Edward Ellis,
Samuel Hinds, Leon Errol, Alice Eden
and John Archer, discoveries of Jesse
Lasky's Gateway to Hollywood"

Attendance Mat. Wed. & Thursday

Fri-Sat- July 28-29

Bobby Breen in -"WAY DOWN SOUTH"

- also -

Gene Autry in "MEXICALI ROSE"

Sun-Mon-Tues- July 30-31-Aug. 1

The Lucky Seventh Hardy Family Hit!

"ANDY HARDY GETS SPRING FEVER"

with Mickey Rooney

Wed-Thurs- Aug-2 -3

"BLONDIE TAKES A VACATION"

Attendance Mat. Wed. & Thurs.

C O R R E C T I O N !

In last weeks' issue of BAY
LEAVES we erroneously stated
that the new books received at the
Williams Bay Public Library were
from the Wisconsin Circulating Lib-
rary. The books printed were pur-
chased by the Library Board of the
Williams Bay Library and are the
property of the same. They are all
the "best sellers".

CORN ON FARM NOW IS DOUBLE LAST YR

Wisconsin farmers are holding
considerably larger stocks of old
grain this year than the average of
recent years, the crop reporting
service of the state department of
agriculture reported this week.

GENEVA THEATRE- LAKE GENEVA, WIS.

AIR CONDITIONED

Thurs- July 26-

"BLONDIE TAKES A VACATION"

- also -

Bobby Breen-in "WAY DOWN SOUTH"

Fri-Sat- July 28-29

"FIVE CAME BACK"

Jungle trapped plane-adventure

Wendy Barrie, John Carradine,
Lucile Ball, Allen Jenkins

- also -

Lone Ranger-Saturday 1:30

Sun-Mon-Tues- July 30-31-Aug-1

Sonja Henie, Tyrone Power, Rudy
Vallee, Edna May Oliver

Irving Berlin's- "SECOND FIDDLE"

Wed-Thurs- Aug- 2-3

Betty Grable-Jackie Coogan

"MILLION DOLLAR LEGS"

- also -

"UNEXPECTED FATHER"

Shirley Ross, Dennis O'Keefe

Matinee-Con't Shows daily from
2 P.M.-Sun.& Holidays from 1 P.M.
Kiddies 12 or under- 10¢.

More than 10,000,000 bushels of
corn are being held compared with
5,000,000 bu. last year. at this
time. Stocks of oats are 13,000,
000 bu. , about 5,000,000 more than
last year, and about a quarter of
the state's wheat crop of last year
was being held by farmers on July 1.

OPEN SUNDAY
8 TO 10 AM

SPECIALS

OPEN SUNDAY
8 TO 10 AM

FISH LINE STORE

FRIDAY

WILLIAMS BAY

SATURDAY

JULY 28

TEL. 819 W1

JULY 29

SWIFT'S BROOKFIELD BUTTER 2 lbs- 53¢	GRANULATED SUGAR 10 lb Cloth Bag- 52¢ ----- PURE CANE SUGAR 10 lb Cloth Bag- 54¢	HILLS BROS. COFFEE 2 lb Can 51¢ 1 lb Can 27¢
LIBBY'S GRAPE FRUIT JUICE 2- 46 oz Cans- 45¢ LIBBY'S TOMATO JUICE 2- 50 oz Cans- 39¢ 4- 14 oz Cans- 35¢	SLICED GENEROUS BACON 23¢ per lb	ROSEDALE SLICED or CRUSHED PINEAPPLE 2-29 oz Cans- 35¢ LIBBY'S BARTLETT PEARS 2- 29 oz Cans- 39¢
SWANSDOWN CAKE FLOUR 44 oz Pkg- 23¢ ----- BAKERS CHOCOLATE 2- 1/2# Bars- 29¢	LAMB SHOULDER 27¢ per lb	ROSEMARY MILK or LIBBY MILK 4- 14 oz Cans- 25¢ KELLOGG'S CORN FLAKES 2- 13 oz Pkg's- 19¢
LIBBY'S FRUIT COCKTAIL 2- 16 oz Cans- 29¢ 2- 30 oz Cans- 49¢ LIBBY'S CORN - Best 3- 20 oz Cans- 33¢	LEG OF LAMB 30¢ per lb	LONGHORN or BRICK CHEESE- pr lb- 18¢ ----- KRAFT CHEESE 2 lb Box - 47¢
MIRACLE WHIP Quart Jar- 33¢ ----- PINT JAR- 22¢	PORK SAUSAGE 19¢ per lb	FORT HOWARD TOILET TISSUE- 4 rolls- 25¢ ----- ROSEMARY TOWELS 2 rolls- 19¢
JOHNSTON CRACKERS 2# SODA 15¢ 2# GRAHAM 17¢	POWDERED SUGAR 3 lbs- 20¢ BROWN SUGAR 3 lbs- 17¢	SWIFT'S SILVERLEAF LARD 2 lbs- 19¢
BANANAS- 4 lbs- 25¢ LETTUCE- 2 for 15¢ CALIF. CARROTS 2 bunches- 11¢	CALIF. SHAFTER POTATOES 45¢ pr peck ----- COBBLER POTATOES 30¢ pr peck	CALIF. ORANGES 2 Doz for 29¢ TOMATOES 2# for 15¢ HOME GROWN BEETS 3 bunches- 10¢
AMERICAN FAMILY SOAP 5 Bars- 27¢ ----- P & G SOAP 6 Bars- 25¢	POT ROAST 24¢ per lb	CAMPBELL'S PORK & BEANS 3- 1# Cans 22¢ CAMPBELL'S TOMATO SOUP 3- 10 1/2 oz Cans- 23¢