

GENERAL REVENUE SHARING PLANNED USE REPORT

General Revenue Sharing provides federal funds directly to local and state governments. This report of your government's plan is published to encourage citizen participation in determining your government's decision on how the money will be spent. Note: Any complaints or discrimination in the use of these funds may be sent to the Office of Revenue Sharing, Wash., D.C. 20226.

PLANNED EXPENDITURES		THE GOVERNMENT OF GREENLEAF TOWNSHIP	
(A) CATEGORIES	(B) CAPITAL	(C) OPERATING / MAINTENANCE	ANTICIPATING A GENERAL REVENUE SHARING PAYMENT OF \$3,637
1 PUBLIC SAFETY	\$	\$	FOR THE SIXTH ENTITLEMENT PERIOD, JULY 1, 1975 THROUGH JUNE 30, 1976, PLANS TO SPEND THESE FUNDS FOR THE PURPOSES SHOWN
2 ENVIRONMENTAL PROTECTION	\$	\$	
3 PUBLIC TRANSPORTATION	\$ 1,97	\$	
4 HEALTH	\$	\$	
5 RECREATION	\$	\$	
6 LIBRARIES	\$	\$	
7 SOCIAL SERVICES FOR AID ON POOR	\$	\$	
8 FINANCIAL ADMINISTRATION	\$	\$	
9 MULTIPURPOSE AND GENERAL GOVT.	\$	\$	
10 EDUCATION	\$	\$	
11 SOCIAL DEVELOPMENT	\$	\$	
12 HOUSING & COMMUNITY DEVELOPMENT	\$	\$	
13 ECONOMIC DEVELOPMENT	\$	\$	
14 OTHER (Specify)	\$	\$	
15 TOTALS	\$ 3,677	\$	

ACCOUNT NO. 23 3 076 013
GREENLEAF TOWNSHIP
TOWNSHIP TREASURER
SANTILAC COUNTY
CASS CITY MICH 48726

(D) Submit proposals for funding consideration by June 15
Supporting documents are open for public scrutiny

(E) ASSURANCES (Refer to instruction E) I assure the Secretary of the Treasury that the non-discrimination and other statutory requirements listed in Part E of the instructions accompanying this report will be complied with by the recipient government with respect to the entitlement funds reported herein

Gerald Beck
Signature of Chief Executive Officer
GERALD BECK SUPERVISOR 5-15-75
Name & Title - Please Print Date

6 Echo Chapter meets May 14

Echo Chapter OES held its regular monthly meeting May 14 with 15 officers answering roll call. There were 20 members on the sidelines with four officers from Thumb area chapters attending.

The group voted to make a donation to the cancer fund.

A committee was chosen to select a senior from the Cass City area to receive a \$125 scholarship given by the chapter.

Refreshments following the meeting were served by Peg Neitzel, Donna Elisinger, Marian Fuester, Alexia Cook, Lois Binder and Pat Hunter.

Down Memory Lane

FROM THE FILES OF THE CHRONICLE

FIVE YEARS AGO

There was little accomplished in the second round of negotiations between the Cass City chapter of the MEA and the Cass City school district Wednesday, May 13, as both sides steadfastly reiterated previously adopted positions.

James Kot, Cass City Schools instrumental music instructor, was one of the featured performers at a jazz concert at Flint's Whiting Auditorium Monday.

Miss Marilee Turner, daughter of Mr. and Mrs. Willred Turner of Decker and

TEN YEARS AGO

A lengthy career in business in Cass City ended this week when Dave Matthews of Decker announced that he was closing M&M Plumbing and Heating Co., on Main Street.

It costs Kingston township \$100 for a call by the Kingston Fire Department into the township and officials say that they will no longer pay it.

In a wind-blown alfalfa field dotted with the yellow of clustered dandelions, a shovel bit into the earth Sunday and members of the Cass City United Missionary church were off on the physical portion of the building of a new church.

The Unionville Board of Education has approved Monday, June 28, as the date for a special election for the consolidation of the Unionville and Owen-Gage school districts.

Don DeLong, 38, is challenging two incumbent members for a seat on the Cass City School Board in the regular election slated June 14.

THIRTY-FIVE YEARS AGO

Cass City received \$9,521 in WPA funding for construction of an athletic field at the village park.

The Cass City Sand and Gravel Company has installed a concrete brick machine the past week and have started manufacturing brick with it.

Two contracts for the construction of a total of 9.046 miles of concrete pavement on M-53, when completed this summer, will finish an all-graded highway from Port Austin to Detroit, a distance of 125 miles.

The Cass City Baseball Club has decided to play in the newly formed Tuscola County Baseball League.

Forty were present Friday evening when the Cass City Grange met in the Bird school with Mr. and Mrs. Samuel Helwig, Mr. and Mrs. William McKenzie and Mr. and Mrs. Philip McComb as hosts and hostesses.

Mother-Daughter banquet held

"Women Are the Spice of Life" was the theme Friday night at the annual Mother-Daughter banquet held at St. Peter Lutheran church, Columbia Corners. Ninety women attended.

The event began with a swiss steak dinner served by the men of the church. Mrs. John Schurz served as mistress of ceremonies.

Piano selections were featured by Kay Ewald, Toria Sattelberg, Laurie Prime and Tammy Parsell. Two dance routines were performed by Cindy Gangler and a humorous skit by Mrs. James Sattelberg.

Poems were read by Chris Gangler and Mrs. John Gangler and the program closed with a mother's prayer by Mrs. Elmer Prime.

Plant centerpieces were presented as prizes for the oldest combined age of mother and daughter. Other prizes were given for the youngest daughter, most jewelry under 12 years of age, oldest car, birthday today, most children, traveling the farthest and spice in a purse.

Advertise It In The Chronicle.

HOLIDAY SPECIALS

CHEF-BOY-AR-DEE
Spaghetti & Meatballs & Beef Ravioli 40-oz. **95¢** REG. \$1.23

DEL MONTE CATSUP 14 oz. **3/\$1.00** REG. 44¢

JETS 12-oz. Puffed Marshmallows **3/\$1.00** REG. 59¢

EGGS BY JNR

Medium Grade

Reg. 58¢ **45¢**

KOEDEL'S REG. \$1.12 lb. **RING BOLOGNA** 1 lb. **90¢**

KOEDEL'S REG. \$4.75 Box. **5-lb. BOX SKINLESS HOTDOGS** **\$3.95**

FRESH PRODUCE

LETTUCE **39¢**

BANANAS 10 lbs. Mich. **19¢**

POTATOES 10 lbs. **59¢**

BAKERS 10 lbs. **99¢**

ORANGES California Valencia doz. **49¢**

CUCUMBERS or PEPPERS **2/29¢**

5 BIG SALE DAYS, THURS., FRI., SAT., SUN., MON.

NO LIMIT ON PRODUCTS

LONDON'S DAIRY PRODUCTS

Reg. 59¢, 8-oz. **Chip Dip 39¢**

Reg. 49¢, 8-oz. **Sour Cream 39¢**

Reg. 49¢ 16-oz. **Half & Half 39¢**

Pure Orange Juice **59¢** REG. 86¢ 1/2 gal.

DOUBLE HOLDEN RED STAMPS

WITH ALL PURCHASES On Friday & Saturday, With Coupon

MFG. BY PARROTT'S

VANILLA

ICE CREAM

In The Millers Bros. Carton

1/2 Gal. Size **89¢**

Reg. \$1.40

KOEDEL'S Quality MEATS

SANDWICH MEATS - CUT THE WAY YOU LIKE THEM

ALL YOUR GARDENING NEEDS NOW AVAILABLE

VALUABLE COUPON

BRING COUPON TO OUR STORE

FREE 100 HOLDEN RED STAMPS

With each \$10 or more purchase at M & R GROCERY

Aunt Jane's 10 oz. jars

Hamburger Relish **MIX or MATCH**

Hot Dog Relish **3/\$1.00**

Sweet Relish **3/\$1.00**

REG. 45¢ ea.

Schafer's King Size Soft-n-Good BREAD

1 1/4 lb. Reg. 63¢ **49¢**

SCHAFER'S Reg. \$1.35 **BIG C BREAD**

3 For \$1.00

BIG C Hot Dog or Hamburger BUNS

Reg. 49¢ **3 pkgs. \$1.19**

AGENTS CORNER

Here's easy split pea soup

Altene Mills - Extension Agent

"Food supplies-especially beef, potato, split peas and beans - are larger than a year ago, with prediction of a record-breaking harvest ahead", is a statement that I read in several resources in recent days. I suggest the following dry split pea soup recipe:

SPLIT PEA SOUP

2 cups dry split peas 1/2 cup finely chopped celery
2 qts. water 1/2 cup finely chopped carrots
1 ham hock 1 tsp. finely chopped onion

Place split peas and water in a large kettle. Boil for 2 minutes, turn off heat and cover. Let stand for 1 hour. Add the other ingredients. Boil gently for about 1 hour or until consistency is what you want. Remove ham hock. If you wish, press peas through a coarse sieve to get puree. Chop meat from bone and return to soup. Season with salt and pepper to taste. Add water if needed. Yield 8 servings.

NOTICE

Pursuant to the resolution of the Village Council dated April 29, 1975, notice is hereby given that a petition from the Village Council for the enlargement of the Village of Cass City village limits will be presented to the Tuscola County Board of Commissioners at their regular meeting on Tuesday, June 10, 1975, at 10:30 o'clock a.m. at the Commissioners Room of the Tuscola County Building in Caro, Michigan. Any persons interested in said petition, or who wish to object thereto, may appear before the Board of Commissioners at that time. The description of the property proposed to be annexed to the Village is as follows:

Commencing at the Center of Section 33, Town 14 North, Range 11 East, Elkland Township, Tuscola County, Michigan; thence S 88°18' E along the East and West 1/4 line of said Section 33, 883.10 feet; thence S 02°13' W, 315.0 feet to the point of beginning of this description; thence S 88°18' E and parallel to the East and West 1/4 line of said Section 33, 400.0 feet to the Westerly right of way line of the Grand Trunk Railroad Co., thence S 02°13' W along the Westerly right of way line of said Railroad, 400.0 feet; thence N 88°18' W, 400.0 feet, thence N 02°13' E, 400.0 feet to the point of beginning.

Beginning at the center of Section 33, Town 14 North, Range 11 East, Elkland Township, Tuscola County, Michigan; thence S 88°18' E along the East and West 1/4 line of said Section 33, 467.0 feet; thence S 02°11' W and parallel to the North and South 1/4 line of said Section 33, 200.0 feet; thence N 88°18' W, 467.0 feet; thence N 02°11' E along the North and South 1/4 line of said Section 33, 200.0 feet to the point of beginning, being in and a part of the Northwest quarter (NW 1/4) of the Southeast quarter (SE 1/4) of Section 33, Town 14 North, Range 11 East, and containing 2.14 acres of land.

Northwest quarter (NW 1/4) of the Southeast quarter (SE 1/4) of Section 33, Town 14 North, Range 11 East, excepting therefrom commencing at the center of said Section 33, thence S 88°18' E along the East and West 1/4 line of said Section 33, 883.10 feet; thence S 02°13' W, 315.0 feet to the point of beginning of this description; thence S 88°18' E and parallel to the East and West 1/4 line of said Section 33, 400.0 feet to the Westerly right of way line of the Grand Trunk Railroad Co., thence S 02°13' W along the Westerly right of way line of said Railroad 315.0 feet; thence N 88°18' W, 396.0 feet along the East and West 1/4 line of said Section to the point of beginning. Also excepting, commencing at the Center of said Section 33, thence S 88°18' E along the East and West 1/4 line of said Section 33, 883.10 feet; thence S 02°13' W, 315.0 feet to the point of beginning of this description; thence S 88°18' E and parallel to the East and West 1/4 line of said Section 33, 400.0 feet to the Westerly right of way of the Grand Trunk Railroad Co., thence S 02°13' W along the Westerly right of way line of said Railroad 400.0 feet; thence N 88°18' W, 400.0 feet, thence N 02°13' E, 400.0 feet to the point of beginning, Elkland Township, Tuscola County, Michigan.

Dated: May 14, 1975.

Karen Osenoski
Deputy Village Clerk 5-15-4 *

AGENT'S CORNER

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Altene Mills - Extension Agent

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THE NATION'S STUDIO

BEAUTIFUL PORTRAITS IN NATURAL LIVING COLOR

\$1

COMPLETE WITH THIS AD Plus 50¢ Handling Charge

A Regular \$20.00 Value!

ONE 8x10 NATURAL LIVING COLOR PORTRAIT Minors must be accompanied by a parent. Only one advertised offer per subject and one per family every three months. Groups \$1.00 extra

PRESENT THIS AD TO OUR PHOTOGRAPHER

SATURDAY, MAY 24

Hours: 10-4 p.m.

AT

CULTURAL CENTER

Cass City, Michigan

Bring Grandparents in for a Free 8x10 Color Portrait of Them.

KETCHUM'S KNAPSACK

Here's why I got married

By Jim Ketchum



Next week, this reporter will be left to fend for himself. With my wife and number one daughter away in Tennessee to attend her college reunion (I won't tell you which one because she'd get upset if I did) I'll be forced to revert to my former bachelorhood days.

I remember with just a touch of heartburn my first few days of living, cooking and attempting to keep house as a solo act. I came from a household where my mother's kitchen was her territory and no one else entered except by engraved invitation.

As I grew up, anytime I happened to wander into that kitchen in search of something to eat, my mother would dash to my side, order me to sit down and then prepare whatever it was I was after.

I never saw the inside of the oven until I was 17 and never quite mastered how to turn on the burners. You needed a pilot's license and a degree in civil engineering to operate her stove anyhow, with the only exception being Mother. Somehow, she knew how to run that contraption.

Anyhow, this went on for years until one day I decided to strike out on my own. The first thing I discovered was that houses, especially kitchens, don't come equipped with food.

Too quickly I learned what the high cost of food was all about. Working at a part-time job in those days, I managed to squander most of my meager paycheck on three bags of provisions that really didn't begin to fill up the empty spaces in the cupboards.

Then the (stomach) acid tests began. I knew I liked deep fried fish so I decided why not give it a try? After all, what could go wrong?

The little beauties were frozen solid and I discovered you had to let them thaw before you could fix them. That took three days.

When they were finally ready, I poured a generous helping of oil into a cast-iron frying pan and got it hot.

You and Your FARM

... one of the reasons we're in business... with life insurance that helps your family when you die, you and your family in financial emergencies or when you retire. Check the facts with Charlie Foster of...



Alan R. Kloc

Phone 872-3880
Office: Across from Library, 1 block south of light, 4439 Seeger St.

FARM BUREAU INSURANCE GROUP

Community Service Insurance • Community Service Insurance

HEATING & COOLING

KELLY & SONS

Residential and Mobile Home Heating & Cooling

Compare our free estimates on new heating systems

24 hour EMERGENCY service

673-6118 CARO



ZONTA REPRESENTATIVE Marie Roch (left) presents a \$100 check for Rawson Memorial Library Friday. Accepting the check is Esther McCullough, president of the library board.

Power line starts grass fire Monday

A grass fire, started by a fallen high-power line, scorched several hundred feet along the east side of Grassmere Road just south of the Huron-Tuscola county line around 11:30 a.m. Monday.

No one was injured. Detroit Edison crews arrived at the scene around noon to repair the line. No dollar loss was available.

Elkland township firemen assisted Caro firemen in extinguishing a blaze that did an estimated \$5,000 damage to a mobile home owned by Charles Smith early Monday morning. Jezewski said a water wagon was sent to the scene around 4:30 a.m.

NEWS FROM District Court

Genevieve Angela Crawley of Cass City in Indianfields township was ticketed for speeding 65 mph in a 55 mph zone. She paid fines and costs of \$20.

BARN FIRES

A Thursday fire leveled a barn on the Floyd Fritz farm, located on Gagelown Road, about two-and-a-half miles southeast of Owendale.

Carolyn Smith named top secretary

Carolyn Smith, daughter of Mr. and Mrs. Richard Smith of 3388 E. Cass City Road, has been named "Secretary of the Year" by members of the Vocational Office Block at Cass City High School.



CAROLYN SMITH

Arraign 4 in Circuit Court

Four persons were arraigned in five separate cases before Judge Norman Baguley Monday in Tuscola County Circuit Court.

entering and larceny in a building. He stood mute and a plea of innocent was entered in his behalf. Pre-trial examination was set for June 16, and bond was reduced to \$500.

St. Michael

Guild plans

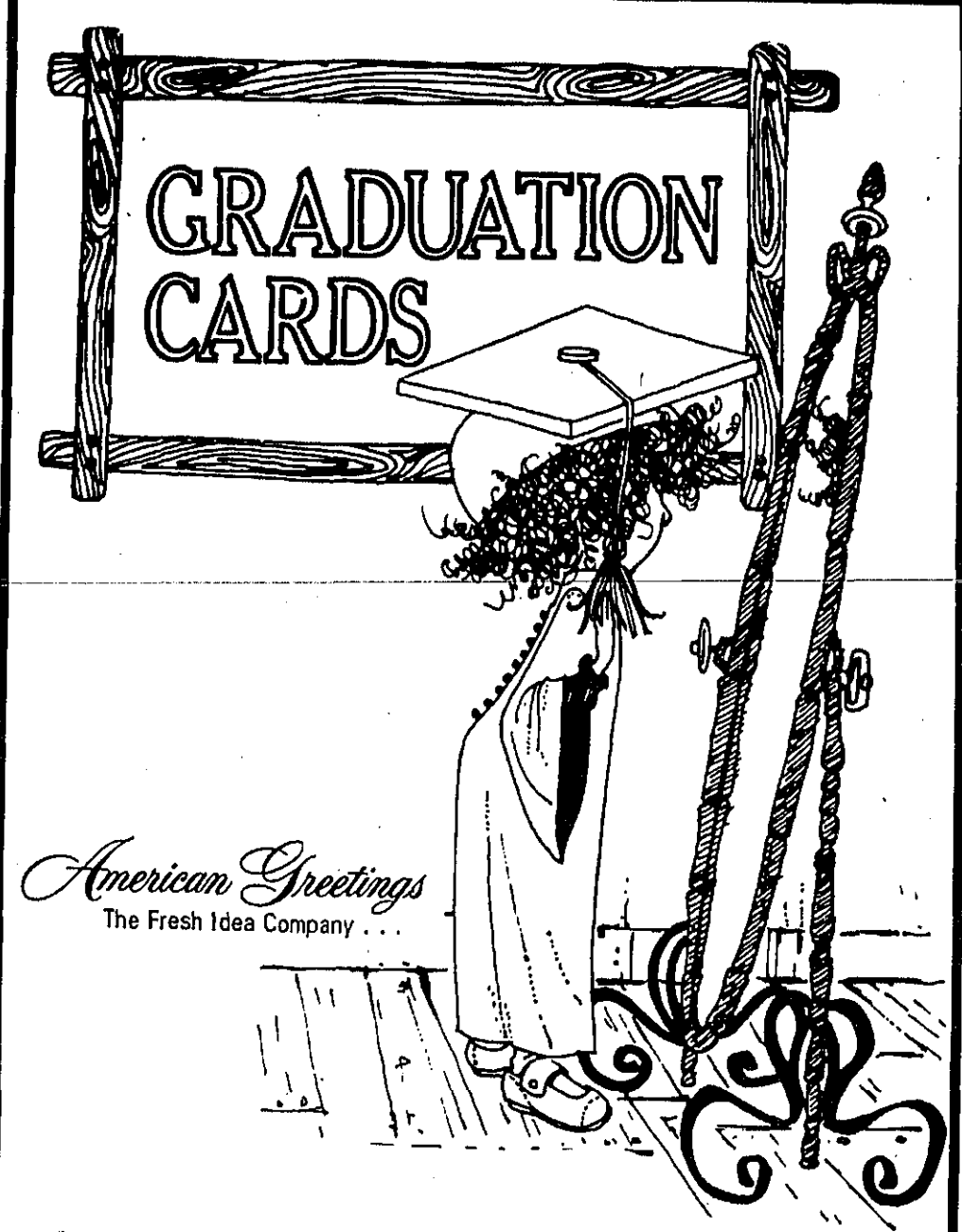
events

St. Michael's Ladies Guild of Wilmet held its monthly meeting May 14. Plans were made for a graduation breakfast for the seniors of the parish June 1; a bake sale in June at the Kingston school; a Father and Son breakfast June 22 and a Queensway style show in August.

JANSSEN'S M-81 MOTEL
1 mile west of Cass City

- MODERATE RATES
- CLEAN COMFORTABLE ROOMS

Your Hosts
Gene & Veda Otulakowski
PHONE 517-872-3345



GREAT GRAD GIFTS

THEY ALL

COST LESS AT WOOD'S

NEWEST FASHION JEWELRY

GREAT GIFTS \$1.00 to \$25.00

14 CARAT EARRINGS FOR EAR PIERCING

DONE FREE

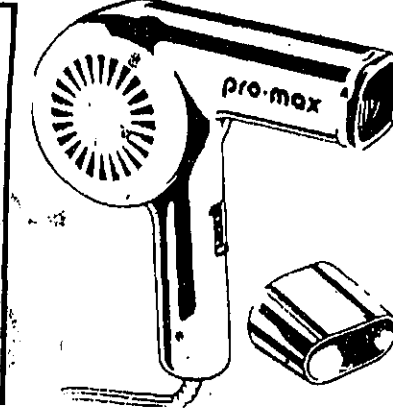
MEN'S JEWELRY

LOCKETS AND MUCH MORE

LARGEST SELECTION IN THUMB TIMEX WATCHES From **\$9.95**

SEVERAL NEW DISPLAYS INCLUDING QUARTZ CRYSTAL ELECTRICS Reduced from **\$80.00** to **\$55**

Men's-Women's **ELECTRIC RAZORS** Discount Priced



HAIR STYLERS and DRYERS ALL MODELS IN STOCK

8-TRACK TAPE and LP RECORDS
NEW STOCK ARRIVING EACH WEEK
Specials and Discount Prices now at Wood's

CAMERA GIFTS KEPPON GIVING



SEE THE LATEST **POLAROID and KODAK** POCKET CAMERAS **PRICED RIGHT**

MAKE OLD WOOD YOUR ONE STOP SHOPPING CENTER FOR GIFTS AND FOR YOU

OLD WOOD DRUG

Guardians of your health Cass City "On the Corner"



Picnic Packin' Values!

CASS CITY IGA FOODLINER

OPEN Thursday & Friday till 9:00

DAILY till 6:00



PRICES GOOD NOW thru SAT., MAY 24, 1975

BEER & WINE TO TAKE OUT

NOTE: Not responsible for errors made in Printing. QUANTITY RIGHTS RESERVED

IGA HOT DOG or HAMBURGER BUNS
3 / \$1
 8-ct. Pkgs.

FAME CANNED HAM
\$6.49
 5-lb. Can

WATER ADDED IN PROCESSING

FAME SKINLESS WEINERS
69¢
 1-lb. Pkg.

IGA-TableRite COUNTRY STYLE SPARE RIBS
\$1.19
 lb.

Hygrade 'Great for Grilling'

BALL PARK FRANKS
99¢
 1-lb. Pkg.

IGA ECONOMY... BONELESS BEEF CHUCK ROAST
\$1.09
 lb.

Fresh 'Frozen'

TURBOT FILLETS
79¢
 lb.

Oven Fresh **SANDWICH BREAD** 1 1/2-lb. Loaf **49¢**
 Castle **PUMPERNICKLE BREAD** 1-lb. Loaf **49¢**
 net 12-oz. **NABISCO RITZ CRACKERS** Pkg. **65¢**

DON'T DELAY... 1 WEEK BEFORE BLAST-OFF!

IGA Jet Journey TO THE STARS

YOU CAN EARN ... 1000 BONUS VOTES!

FAME 9-INCH PAPER PLATES
68¢
 100-ct. Pkg.

PICNIC SPECIAL

FAME POP 9 Flavors
 -or- **SHASTA DIET 6 Flavors**
13¢
 net 12-oz. Cans

FAME JUMBO TOWELS
 1-Roll **39¢**

FAME CAKE MIXES
 •LEMON •WHITE •YELLOW •SPICE
 •DEVIL'S FOOD •DARK CHOCOLATE
 19-oz. Box **49¢**

IGA '75 REMEMBERS YOU WITH GRADUATION NEEDS! ORDER NOW!

GOOD GOIN' CLASS OF 1975

CHICKEN OF THE SEA CHUNK LIGHT TUNA
 net 6 1/2-oz. Can **45¢**

Van Camp's PORK & BEANS
 31-oz. Can **44¢**

DEL MONTE TOMATO JUICE
 46-oz. Can **48¢**

100 BONUS VOTES

- net 11-oz. CAN MENTHOL or REGULAR **FAME SHAVE CREAM**
- 1 PKG. OVEN FRESH **NUTTY DONUTS or STICKS**
- 18-INCH ROLL **REYNOLD'S HEAVY DUTY FOIL**
- ANDY CAPP •FRENCH FRIES •CHEDDAR FRIES •PIZZA POPPERS
- Grape •Punch •Cherry •Lemonade **23-oz. CAN FUNNY FACE**
- net 6-oz. PKG. **PASS AROUND CRACKER JACK**
- LIME, ORANGE or RAINBOW **1/2-Gal. Ctn. BORDEN SHERBET**
- American, Pimento, Swiss or Old English **8-oz. Pkg. Kraft Deluxe Cheese Slices**
- Each **GERANIUM PLANT**
- SALAMI & BOLOGNA BALL PARK TWIN PAC**

For All Your Needs this Summer! PICNIC SPECIAL

FLORIDA CRISP CELERY
 Stuff with Cheese Spread!
29¢
 24 Size Stalk

VINE RIPE **TOMATOES** LB. **49¢**
 LONG GREEN ... CRISP

CUCUMBERS
 FOR HOLIDAY SALADS!
2 / 29¢

MR. IGA'S GARDEN CENTER
 with a Wide Variety of Selected Bedding Plants for Your Garden

- Vegetable Plants
- Marigolds
- Petunias
- Pansies
- Tomatoes
- Peppers
- Shrubs
- Shade Trees
- Dwarf Fruit Trees

BANQUET 'FROZEN' CHICKEN
\$1.77
 2-lb. Pkg.

PICNIC SPECIAL

ASSORTED FLAVORS McDonald's 'TWIN' **POP STIX** 12-Pak **59¢**

FAME 'Frozen' **LEMONADE**
 net 12-oz. CANS **3 / \$1**

FAME 'Frozen' **SLICED STRAWBERRIES**
 net 10-oz. PKGS. **3 / \$1**

FAME 'CREAMY' COTTAGE CHEESE
 Large or Small Curd **49¢**
 1-lb. Ctn.

JNR GRADE 'A' **MEDIUM EGGS** Dozen **49¢**

DEAN'S **CHIP DIP** net 8-oz. Tub **29¢**
 •French Onion •Garlic •Bacon Horseradish

KRAFT 'MIDGET' **LONGHORN CHEESE** 1-lb. Pkg. **\$1.19**

Michigan Brand Bulk Salads
 For Your PARTIES or PICNIC OUTINGS
 Order Now from Mr. IGA

SECRET
 •REGULAR net 13-oz. Can SAVE 20¢ 40¢ OFF Label **\$1.49**
 •ANTI-PERSPIRANT net 14-oz. Can SAVE 30¢ 40¢ OFF Label

POLAROID 108
 Color Film **\$3.99**
 SAVE \$1.00 EACH

IGA FOODLINER

Close-up TOOTH PASTE AND MOUTHWASH IN ONE WITH COUPON **79¢**
 TOOTH PASTE net 6.4 oz Tube
 •Reg. •Mint
 Limit One Coupon per Family Coupon Expires May 24, 1975

IGA FOODLINER WITH COUPON **YOU SAVE 20¢**

IGA FOODLINER WITH COUPON **YOU SAVE 28¢**

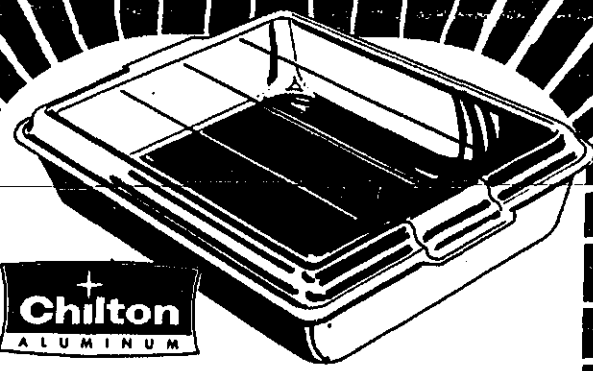
IGA FOODLINER WITH COUPON **YOU SAVE 50¢**

HILLS BROS. COFFEE WITH COUPON **\$2.69**
 •Reg. •Drip •Etc. Park 3-lb. Can
 Limit One Coupon per Family Coupon Expires May 24, 1975 With this Coupon & \$7.00 Purchase

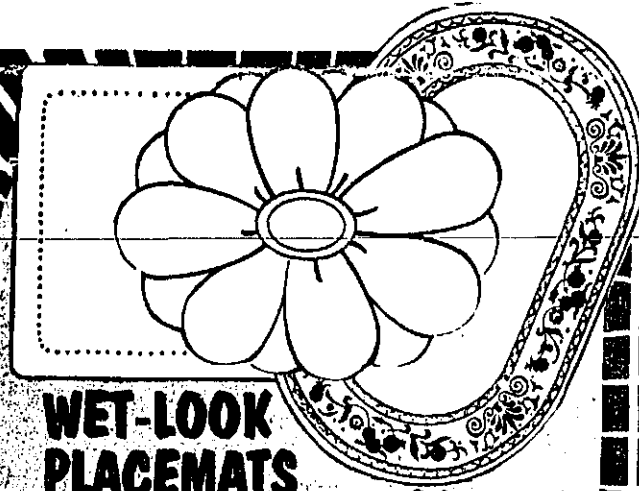
WITH \$7.00 PURCHASE

LAST BEN FRANKLIN

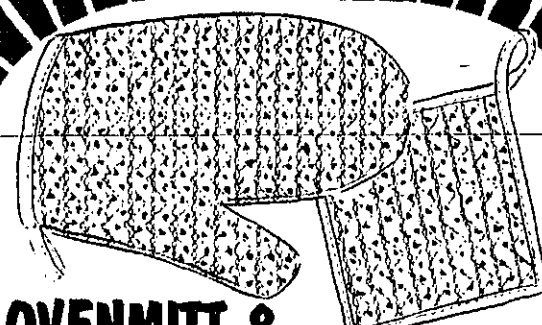
3 DAYS! ENDS SATURDAY HURRY FOR SAVINGS



Chilton ALUMINUM
SEE 'N TAKE BAKE PAN
 Stay-fresh aluminum pan with snap-on styrene cover that locks for easy carrying, storing. 13-1/8x9 1/2x2-7/8-in.
 Just **166**



WET-LOOK PLACEMATS
 Poly vinyl embossed placemats in solid colors and pretty prints.
 Only **299¢** For



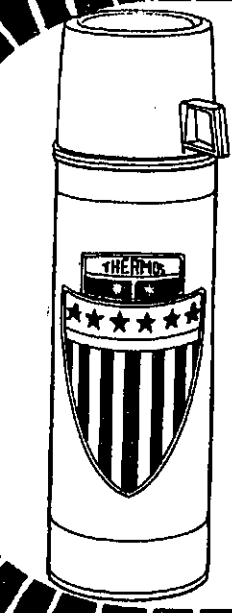
OVENMITT & POTHOLDER SET
 Quilted cotton print covers. 7x7-in. pot holder and 10 1/2-in. mitt.
 Special price **77¢** set



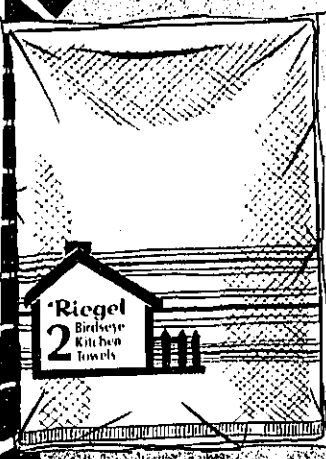
VALUABLE COUPON
25-Ft. ROLL ALUMINUM FOIL
 LIMIT 3 With Coupon
33¢
 43c each without coupon
 While quantities last!



VALUABLE COUPON
ALBERTO VOS HAIR SPRAY
 LIMIT 2 With Coupon
 9-oz. size **97¢**
 \$1.57 each without coupon
 While quantities last!



1-Qt. Vacuum BOTTLE
 Strong steel case with the famous Thermos® insulation for keeping drinks hot or cold.
 Only **297**



Birdseye DISH TOWELS
 Pretty and practical flat woven dish towels. 20x30-in. size.
 Pkg. of 2 **99¢**



B.B.Q. TABLECLOTH
 Large 52x84-in. size with barbeque prints on checks pattern. Vinyl...wipes clean with a damp cloth.
 Now just **127**



VALUABLE COUPON
11-Oz. NOXZEMA SHAVE CREAM
 LIMIT 2 With Coupon
97¢
 \$1.29 each without coupon
 While quantities last!

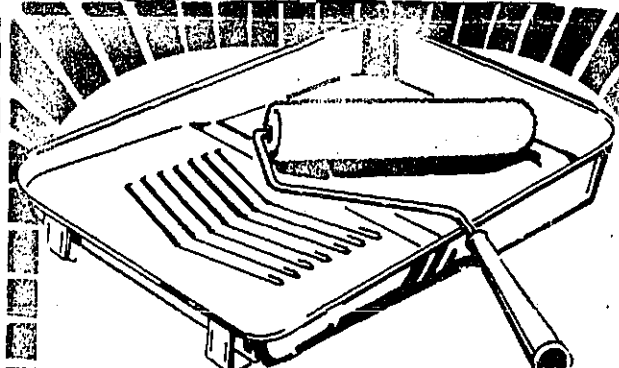


Homecrest HOUSE PAINT
 Just **497** gal.

Fine quality exterior paint covers wood, brick, concrete, almost any surface with no special primer. Dries in an hour, easy clean up with soap and water. Gallon size.



Kolorful SPRAY ENAMEL
 To do the job quick and easy... Lead free paint comes in rainbow colors. Big 12 1/2-oz. size.
 Saving price **77¢**



PAINT ROLLER TRAY SET
 Big 9-in. pile fabric roller does the job quickly. Tray has metal ladder clips for secure hold.
 Bargain price **133** set

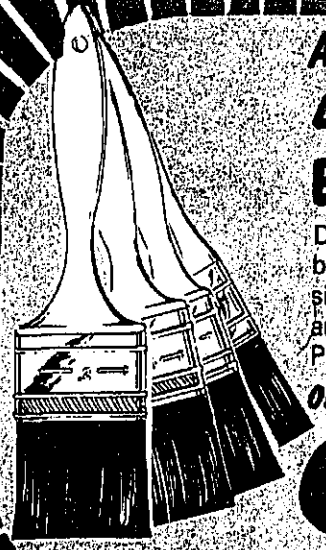


Court TENNIS BALLS
 Imported from England, Court brand yellow balls... wool and nylon covered.
 3 in Can **238**

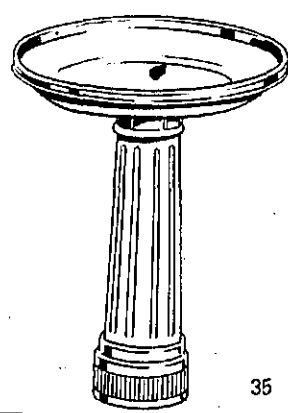


Homecrest LATEX WALL PAINT
 Only **377** gal.

Covers almost anything, plaster, brick, wall-paper, primed metal, painted surfaces. Dries in one hour. Soap and water clean up.



All Purpose 4-PIECE BRUSH SET
 Durable Stalon brushes in handy sizes: 1/2, 1, 1 1/2 and 2-in. brushes. Plastic handles.
 Our low price **99¢** set



BIRD BATH
 A classic addition to any lawn. 25 1/2-in. high white plastic bath. 17-in. round top.
 Now just **297**



NATIONAL PATIO BROOM
 Big 14-in. square end size to get the job done quickly. Rugged palmyra bristles.
 Now just **177**



WIRL-A-GIGS
 Choose from 3 weather vane styles, all high impact styrene. Lumberjack, Washer Woman or Rooster. Each has 13 1/4-in. propeller.
 Choice **297** each

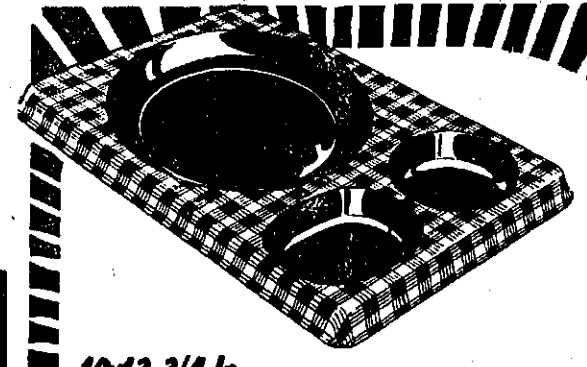


Stewart POCKET RADIO
 Solid state makes for excellent sound. Complete with ear-phones, 9-volt battery, carrying strap.
 Our low price **377**



Majesty SPARKLE YARNS
 Make it yourself with knitting worsted weight yarn in the shimmering fringed look. Acrylic and nylon blend is machine wash and dryable. Choose from rainbow colors.
 4-oz. Skeins **99¢**

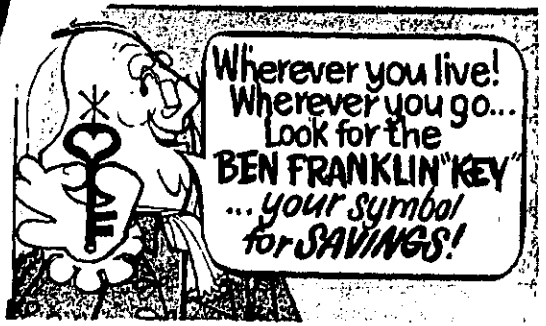
FREE \$\$\$ EVERY HOUR
SEE SECTION III, PAGE 4
 OF
SPECIAL SECTION FOR DETAILS



10x13-3/4-in. SNACK TRAYS
 Serve-a-snack trays are durable plastic for long use. Sections for food, cup and relishes.
 Only **37¢**

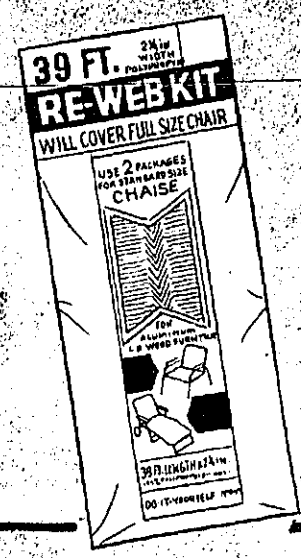
SILVER ANNIVERSARY SPECIAL OFFER

SPECTACULAR SALE

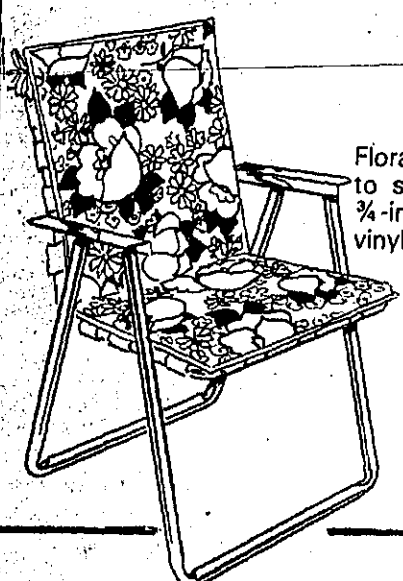


Wherever you live!
Wherever you go...
Look for the
BEN FRANKLIN KEY
... your symbol
for **SAVINGS!**

And for the do-it-yourselfer ... everything under the sun for
Reconditioning and adding comfort to your old lawn furniture ...



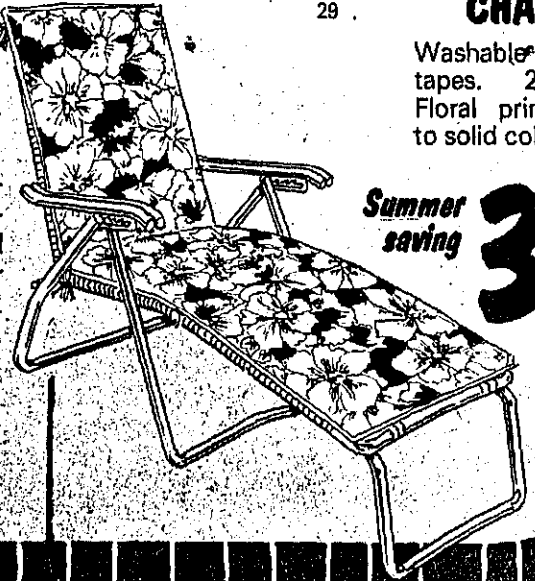
CHAIR REWEB KIT
39-ft. x 2 1/4-in. polypropylene strips. 1 package covers full size chair. Color choice.
Just **77¢**



CHAIR PAD
Floral print reverses to solid color. 8x36x 3/4-in. thick. Washable vinyl.
Bargain price **187**



VINYL TUBING KIT
120-ft. of vinyl cushion tubing for repairing P.V.C. wrapped furniture. Summer colors.
Now only **257**



CHAISE PAD
Washable vinyl, tie tapes. 20x72x 3/4-in. Floral print reverses to solid color.
Summer saving **397**



Deluxe PATIO FURNITURE

Luxury Lounger, Matching Sun Chair
Bright, wipe clean PVC tubing. Multi-position lounge has steel frame and measures 24 1/2 x 76-in. long. Aluminum frame chair is 22 x 31 1/2-in. high. Mix or match colors.

SUN COT
1587 each

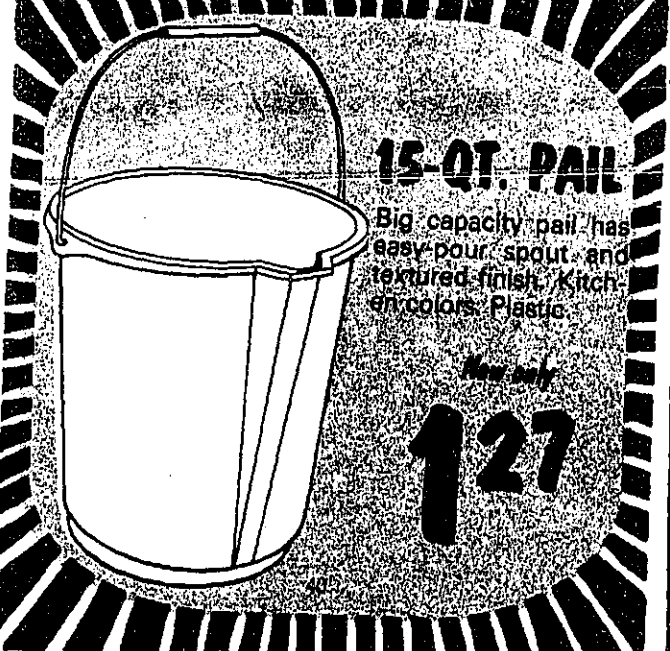
SUN CHAIR
997 each



Cornwall ICE CREAM FREEZER
Everything you need to make 4 qts. of delicious homemade ice cream! Ice cream mix, rock salt, ice cream scoop and recipe book. No rust poly tub, see thru lid.
Spectacularly special price **1488**



Stewart WALKIE-TALKIES
Solid state 5 transistor set has 2-way communication up to one mile. Battery included.
Savings price **1088** set of 2



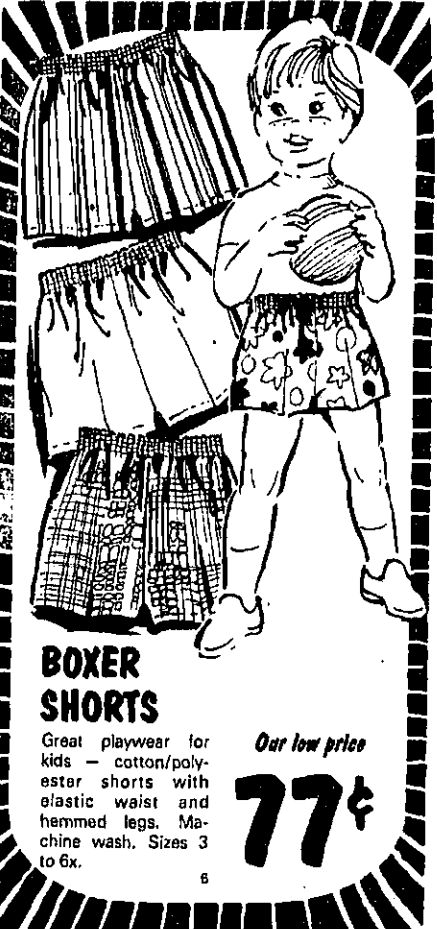
15-Qt. PAIL

Big capacity pail has easy-pour spout and textured finish. Kitchen colors. Plastic.

Now only **127**

FABRICS
COTTON/POLY KNITS
Pretty prints on light colored backgrounds are perfect weight for body suits, T-shirts, any play or loungewear apparel. Easy care machine wash. 56/60-in. widths.
Now only **119** yard

POLYESTER BLENDS
Summer cool pleases and lightweight blouses. Ideal for sleepwear, dresses and blouses. Choose prints and solids in polyester/cotton and blends. Machine washable. 36/45-in. width.
Our low price **74¢** yard



BOXER SHORTS
Great playwear for kids - cotton/polyester shorts with elastic waist and hemmed legs. Machine wash. Sizes 3 to 6.
Our low price **77¢**



MEN'S, BOYS' SIZES
Men's - 7 to 12
Boys' - 1 to 6
Brown only.
297 pair



Women's, Children's Sizes
Women's - 5 to 10
Children's - 10 to 3
Choice of styles in white or tan.
257 pair



2-Piece SHORT SETS
Cute boxer shorts match up with sleeveless pull-over tops. Choice of styles and colors. Machine wash and dry permanent press. 3-Bx.
Our low price **157** set



5th Avenue PANTY HOSE
Sheer and lovely super stretch nylon panty hose in fashion shades. Sizes P/M, M/L.
Now only **299¢** Pr.



STRAW TOTES
Versatile Chinese-style totes in pretty patterns and colors. Raffia embroidered, vinyl lined. 18-in. high.
Special price **377**

MEMORIAL DAY WREATHS, FLOWERS, BASKETS, PLANTS ALL AT BEN FRANKLIN LOW PRICES

BEN FRANKLIN



\$\$\$

your BANKAMERICARD welcome here

Cass City

Where everything you buy is guaranteed



CLOSED MEMORIAL DAY, MONDAY MAY 26th



Memorial Day Specials

SPECIALS GOOD THRU: SAT. MAY 24, 1975 (QUANTITY RIGHTS RESERVED)

ERLA'S HICKORY SMOKED (WHOLE OR SHANK HALF)

HAMS 89¢ LB.

FRESH BULK

Pork Sausage 89¢ LB.

FRESH WHOLE or RIB HALF (Sliced Free)

Pork Loins \$1.09 LB.

ERLA'S HICKORY SMOKED

Picnics 59¢ LB.

ERLA'S HOMEMADE SLICED

COOKED SALAMI
DUTCH LOAF
PEPPER LOAF 98¢ lb.

PRODUCE

U.S. No. 1 Mich. **POTATOES** 20# bag 99¢

Size 24 Calif. **LETTUCE** 3/1 00 or 39¢ each

New **CABBAGE** 15¢ lb.

U.S. No. 1 **BANANAS** 19¢ lb.

U.S. No. 1 Delicious or McIntosh **APPLES** 4 lb. bag 79¢

Cello **RADISHES** 10¢ pkg.



BANQUET FROZEN **FRIED CHICKEN** 2 LB. BOX \$1.69

MR. G. FROZEN

FRENCH FRIES 5 lb. pkg. 89¢

FOULDS

MACARONI OR SPAGHETTI 2 lb. pkg. 79¢

ERLA'S HOMEMADE **Smoked Polish Sausage** \$1.09 LB.
Great for the Grill.

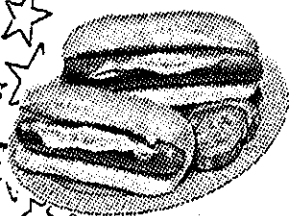
TENDER SEASONED BEEF

MINUTE STEAKS \$1.29 LB.
Great for the Grill

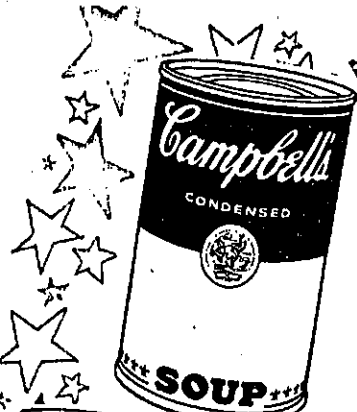
LEAN GROUND

HAMBURGER 89¢ LB.

ERLA'S MILD SENSATION **SKINLESS FRANKS**
RING BOLOGNA
LARGE BOLOGNA (Chunks) 75¢ lb.



HAWAIIAN Red or Orange **PUNCH** 46 oz. can 57¢
Grape or Lemonade **KOOL-AID** 33 oz. can \$1.79
Libby's Frozen **LEMONADE** 12 oz. cans 3/\$1.00



Campbell's **CHICKEN SOUPS** WITH RICE OR WITH STARS 5 10 1/2 oz. cans 99¢

Fresh Pan Ready

FRYERS

WHOLE

49¢ LB.

CUT-UP

52¢ LB.

American Leader Qtrd.

MARGARINE 1b. pkg. 39¢

Kraft Midget **LONGHORN CHEESE** 1b. roll \$1.19

McDonald **FUDGESICLES** 12 ct. pkg. 69¢

Bakery Items

OvenGlo **Hamburg or Hot Dog Buns** 8 pkg. 3/\$1.00

Oven Fresh **Apple Raisin Coffee Cake** 14 oz. 59¢

Castle **Pumpernickel Bread** 1 lb. loaf 49¢

Oven Fresh **Sesame Egg Bread** 1 lb. loaf 49¢



SWIFT'NING 3-lb. can **SHORTENING** \$1.49

Nabisco **RITZ CRACKERS** 12 oz. pkg. 63¢

Kraft Jet Puffed **MARSHMALLOWS** 10 oz. pkg. 39¢

Newport Cut **GREEN BEANS** 1b. cans 5/\$1.00

Heinz **KETCHUP** 14 oz. btl. 39¢

Aunt Jane **RELISHES** asst'd 12 oz. jar 29¢

Heinz **BARBECUE SAUCE** 26 oz. btl. 79¢

Grill Time **CHARCOAL** 10 lb. bag 99¢

Erla's
Food Center
IN CASS CITY
OPEN MONDAY THURSDAY TO 6 P.M.
FRIDAY TO 9 P.M.
SATURDAY 8:00 A.M. TO 6 P.M.
BEER WINE
MEMBER T.W. FOOD STORE
Phone 872-2191

Delta Bathroom **TISSUE** 4 roll pkg. 49¢

Joy Family Size 48 oz. btl. special label **LIQUID DISH SOAP** \$1.29

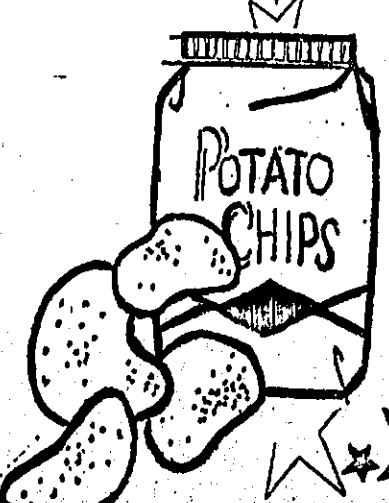
Coronet **PAPER NAPKINS** 100 ct. pkg. 39¢

9" White **PAPER PLATES** 100 ct. pkg. 79¢

Diamond Heavy Duty **ALUMINUM FOIL** 25 ft. roll 59¢



PEPSI 8 12 OZ. CANS \$1.59 NO RETURN



POTATO CHIPS 10 oz. pkg. 69¢

Walbro visitors will see 5 plants in operation at open house Friday

Vice-President Victor Guernsey has announced that plans are complete for the open house scheduled to be held at five of the company's six plants Friday, May 23.

President W. E. Walpole and the rest of the management said that the plants would be operating during the open house so that visitors can see the various factories in operation.

Families of workers are especially urged to attend, authorities said, and workers will be allowed time off to show them through the plant where they work.

It's likely that many of the visitors will be surprised at the varied products produced at the plant.

At plant number one, at 6242 Garfield, the original, later expanded company building, where carburetors are built will be in production. Adjacent to this building is the carburetor engineering plant which is also open for viewing.

OPEN HOUSE
at a
GLANCE

DATE: Friday, May 23

TIME: 9 a.m. to 12 noon
1 p.m. to 3 p.m.

WHERE: Plants 1, 2, and 3 in Cass City
Caro Plant
Arjay Plant at Bad Axe

Carburetors are also manufactured in the recently added Caro plant at 630 Columbia Street, a modern spacious building.

At plant number 2 in Cass City at 6172 Main Street, several brands and models of electric fuel pumps are manufactured. The plant will be in full operation.

The pumps and carburetors are old line products of Walbro. At plant three in Cass City at 6120 Church Street, visitors will have the opportunity to see Walbro engine heaters and Walbro vibration analyzers manufactured.

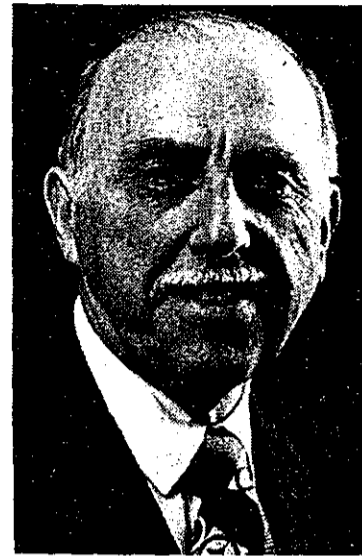
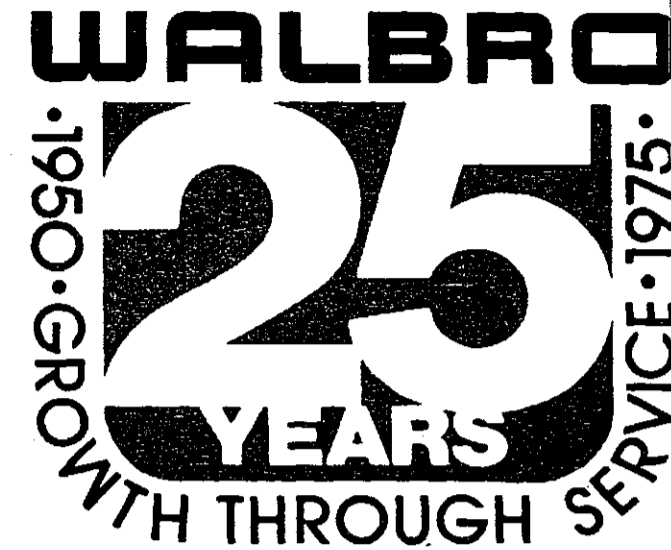
Finally, visitors can visit Arjay Manufacturing at 414 E. Soper Road, Bad Axe, where many different types of plastic items are manufactured by injection molding.

Guided tours of the plant will be held from 9 a.m. until noon and from 1 p.m. to 3 p.m.

CASS CITY CHRONICLE

SUPPLEMENT SECTION I

CASS CITY, MICHIGAN—THURSDAY, MAY 22, 1975



W. E. WALPOLE
President



LAMBERT ALTHAVER
Executive Vice-president

Editorial

Nice guys don't always finish last

The following editorial was written 11 years ago when Walbro celebrated its 10th year in Cass City. After re-reading it closely I found no reason to change it. The facts are as true today as they were when first written.

There are many features of the Walbro Corporation-Cass City story. Most of them are well known to persons interested in the community.

Certainly most of the facts that have been publicized make interesting reading and are important. How the coming of Anrod and Walbro to the Cass City community sparked a turn in the village's image to industry; the planning of the Industrial Development Committee; the cooperation and investment by citizens of the community—all were unusual at the time and all were held up to other communities as an example of excellent community-industrial relations.

Any businessman can tell you what the coming of industry has done to make the cash registers ring. The employment offered by local industry has been a boon to many area families and has boosted the wage standard of all workers in the area, wherever they may

be employed.

Important as these advances are they do not reveal the one facet that has made the company so important and such an integral part of Cass City.

The facet is the guiding principle of the company, as expressed by its president in various stockholders' reports:

"Walbro aims to serve, and by serving well expects to prosper. Walbro is striving to provide the type of activity that will bless all—the customer, our employees, the communities in which we operate and our stockholders. If we do this well, I am sure a share of it will accrue to Walbro Corporation."

It is this spirit that has moved Walbro to establish a scholarship, donate generously to hospitals, insist that top personnel actively support the community and to "lend a hand" whenever and wherever it has been possible for them to do so.

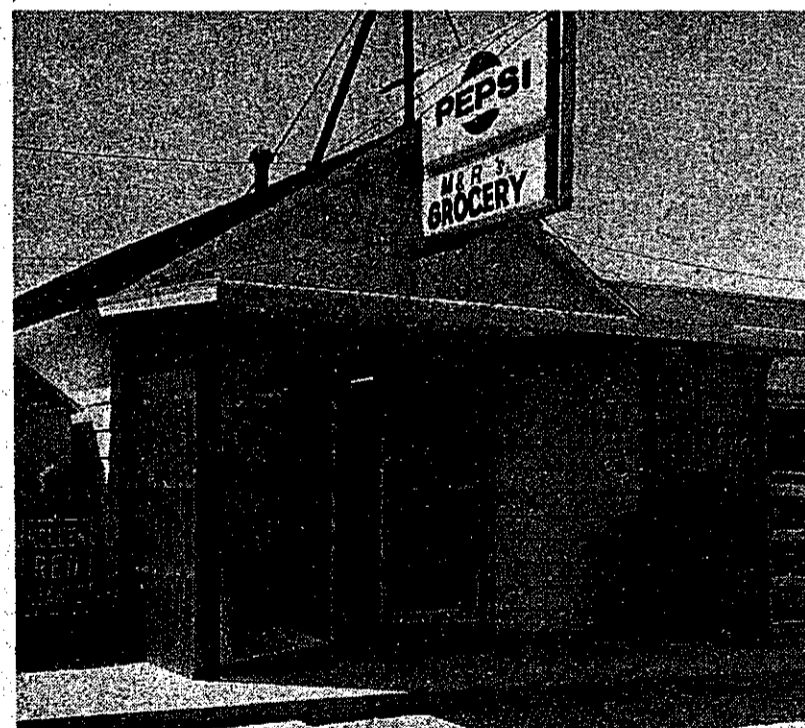
Under this philosophy the company and the community have jointly prospered.

Nice guys don't always finish last.

JCH

M & R GROCERY

SOUTH SEEGER
AT
VILLAGE LIMITS
PHONE 872-3313



FEATURES FRIENDLY
EFFICIENT SERVICE GROWING
WITH THE COMMUNITY.

~~~~~  
**OPEN 7 DAYS A WEEK**  
**FOR YOUR CONVENIENCE.**

### PLANT ARRANGEMENTS

Especially For

*Memorial Day*

### GARDENING NEEDS:

Garden Seeds - Onion Sets -  
Seed Potatoes - Plants (flow-  
ers and vegetables) - Peat  
Fertilizers - Hot Caps etc.  
By the Plant or Flat

### STORE HOURS:

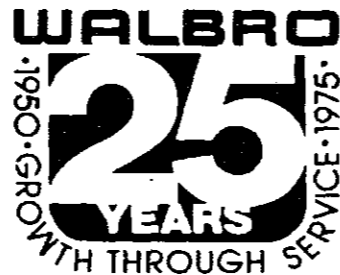
OPEN  
MONDAY thru SATURDAY  
8 a.m. - 9 p.m.  
SUNDAY  
9 a.m. - 9 p.m.

Our *Congratulations* to WALBRO on your 25th Anniversary

Walbro open house



# AS ONE NEIGHBOR TO ANOTHER NEIGHBOR

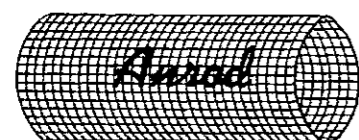


## WE KNOW WHAT 25 YEARS OF PROGRESS MEANS

### CONGRATULATIONS & BEST WISHES

IN YOUR NEXT

## 25 YEARS in CASS CITY



**ANROD SCREEN CYLINDER COMPANY**  
6160 GARFIELD ST. CASS CITY, MICHIGAN 48726  
PHONE (517) 872-2101

## Cass City Lanes: busy and up-to-date

A popular gathering spot for some of the top amateur area bowlers is Cass City Lanes, located at 4533 Weaver St., and owned by Raymond Schweikart.

Schweikart and his wife have owned and operated the lanes the past 11 years, purchasing the business from Bill Bridges. The building was constructed shortly after World War II by Norm Huff and Vern Galloway.

Schweikart, a native of Detroit, came to Cass City from Harsen's Island with the idea of taking a stab at the management of a bowling alley. The move paid off and today, Cass City Lanes is one of the busiest spots in town.

Since Schweikart took over the business, he's done major refurbishing including a new roof, new heating system and new seats, along with updating the AMF automatic pinspotters, originally installed 18 years ago.

Cass City Lanes features eight professionally-conditioned alleys along with every accessory needed to help improve any bowler's game. An assortment of bags, shoes, and wrist straps, along with refreshments, makes bowling at Cass City Lanes a pleasure.

There's also a pool table to occupy your time if you'd rather try your hand at something a little less strenuous than bowling. Cass City Lanes also features lockers for regular bowlers who don't want the inconvenience of transporting ball, bag and shoes each time.

Ten different leagues bowl five nights a week during the season. Even with this heavy demand, there's still time for plenty of open bowling Fridays, Saturdays and Sunday afternoons.

Bowling has grown in popularity over the years in Cass City according to the Schweikarts. That's because it's a sport

you can follow all through life, he said. "Take football or baseball," he said, "those are sports you can play only a small part of your life. Bowling is something you can do right into your 70's."



BOWLING IS Carol Ware

## Love of motorcycles steers Gnagey into business here

If it's experience you're looking for in sales and service in motorcycles, then the place to check out is Cass City Cycle Sales, located at 6268 Main St.

Owner Roger Gnagey is no stranger to motorcycles. Since 1966, Gnagey has lived motorcycles and has become an expert in what makes cycles run and sell.

Gnagey, a native of the Sebawaing area, began fooling around with his older brother's machine before graduation from high school. In 1969, he went to work for Bad Axe Cycle Sales and, while there, he also repaired cycles at Elkton Suzuki.

The following year, he joined Cass City Cycle Sales, then owned by Stuart Atwell and in 1971, purchased the business, which had been operating since 1965.

Since the purchase, Gnagey has added

1,800 square feet to the store and has expanded the service department.

"We look at service as the most important part of our business," Gnagey says. "Our slogan is 'Service is our Salesman', and that says it all."

"People seem to want combination road and trail bikes," Gnagey says.

In addition to cycle sales, Gnagey offers a complete line of Yamaha snowmobiles and accessories including helmets, suits, jackets, gloves, tools parts and, most importantly, service.

The service department is headed by mechanic Paul Swartzendruber, who has been trained both by Gnagey and by factory representatives of Yamaha. Swartzendruber has worked at Cass City Cycle Sales since 1973.

## Roy Davis: laundromat owner likes business, people here

Nine years ago, Roy Davis, successful operator of a laundromat in Bad Axe, committed himself to Cass City's business community when he opened the Wash King Laundromat and Car Wash at the corner of Main and West Streets.

Today, he says it was one of the best moves he ever made.

"I've found the Cass City business people just wonderful," Davis said.

Davis has operated a laundry in Bad Axe since 1946, and came to Cass City because of its location and its potential for growth. He took over the former IGA store location which was ideally suited for both ends of the business.

He converted the front end into the

con-operated laundry area and the warehouse into the first automated car wash in the Thumb area north of Flint.

Both ventures proved highly successful, drawing customers from Gagetown and Deford, as well as rural areas around Cass City. That's part of Davis' secret for success—a large area from which to draw.

The Wash King Laundry continues to experience steady growth, Davis says. "It's a good laundry town."

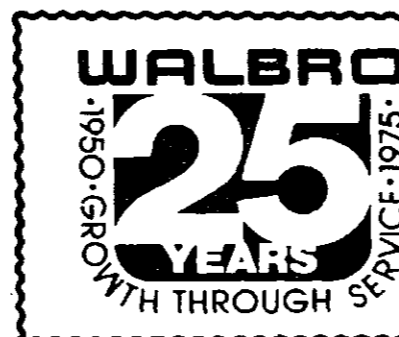
He prefers to use high-pressure jet spray in the car wash rather than brushes. Water is much easier on auto finishes than brushes. Combined with detergent, the system assures a clean, sparkling car in less than five minutes.

## COLE CARBIDE IS PLEASED

### TO HAVE BEEN ABLE TO HELP

# CASS CITY GROW

### SINCE COMING TO CASS CITY IN 1964

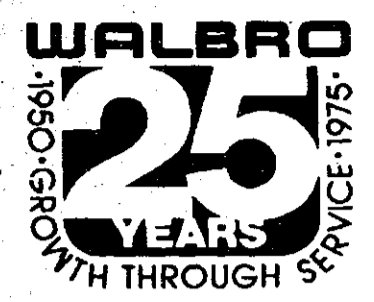


## BEST WISHES TO WALBRO ON ITS 25th ANNIVERSARY OPEN HOUSE

# COLE CARBIDE INDUSTRIES, INC.

6880 E. CASS CITY RD.

PHONE 872-3500



# BEST WISHES TO WALBRO

## On Its Silver Anniversary

We were pleased to have been one of the company's suppliers during much of the first 25 years and look forward to a continuing fine relationship in the years ahead.

**BARGER PACKAGING CORPORATION**

1511 West Lusher Avenue  
Elkhart Indiana, 46514  
Ph. (219) 523-4520

# Klein's committed to Thumb area

After a one-year trial period in 1966 in the building now housing United Parcel Service and Walbro Corporation, Klein's Fertilizer made a major commitment to the Cass City and Thumb area.

In 1967 the company erected its present headquarters at 4155 Vulcan. Heading the Cass City branch of the company then and now is Les Profit, of Cass City.



**LES PROFIT, manager of Klein Fertilizers in Cass City.**

The Cass City plant is one of four operated by Klein's. Others are located in Fowlerville, Perrinton and Marne.

When first opened Klein's handled only fertilizer. About five years ago the corporation branched out and added seeds and feeds to its service to farmers. Last November they added another item to the product line when liquid feed supplement became available.

Klein's services farmers in Sanilac, Huron and Tuscola counties.

To handle the volume, Profit explained, there are three trucks in service. We need the units because we have valued accounts who live many miles away. Rather than spend a half day picking up what they need they have us deliver.

In addition to the trucks the company has 10 spreaders available for rent. In addition, Klein's offers a custom spreading and spraying service.

Profit is happy because of the easing of the supply situation that last spring made a shambles of the fertilizer business.

He says that the one major hurdle facing farm supply business now is the price the farmers receive for products.

With costs continuing to spiral, he said, there is no way the farmer can make out without a raise in farm prices.

Klein's today hires six persons.

# Promotion from within always company policy at Walbro

In its 25-year history Walbro Corporation has offered local people jobs first and stressed promotion from within whenever possible.

That's why you'll find many employees in supervisory positions that are natives of the area. They joined the company when it was young and growing and grew along with it.

Probably the top example is James Ware who started in the accounting department, took night courses while working and today is vice-president, finance, and corporate treasurer.

But his story is by no means unique. At every level of management there are local people who advanced through the company ranks.

It's not surprising, either, that a good many of the employees have worked at Walbro for many years, some starting work careers there and others transferring to Walbro from other companies for better job opportunities or because of Thumb area ties. Working for Walbro keeps them close to home.

That's why 31 of the employees have been with the company 20 years or longer. Thirty have 15 years or more service, 13 have 10 years seniority and 65 have been working five years or longer.

A random sampling of some of the supervisors and office workers tells why local people have found Walbro good to work for.

Helen Rayl is a company veteran of 15 years. She came to the company with a wide background in business and quickly

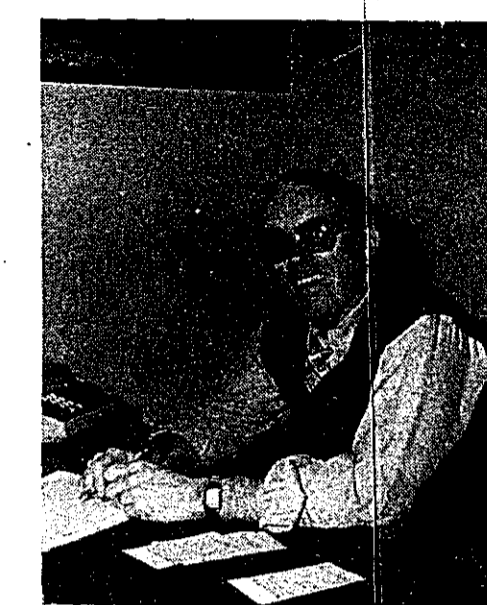
became one of those indispensable persons that the public rarely sees but that the bosses depend heavily on.



**HELEN RAYL**

For Mrs. Rayl the boss is the top man himself, President W. E. Walpole. She became his personal secretary after a short stint working in the sales department.

Before coming to Walbro she worked in offices in Detroit and Marlette.



**DICK WALLACE**

Although Dick Wallace didn't join Walbro until 1958 he helped the company briefly even before it was fully established here.

That was during the time when machinery was moved into the original plant building. The crew was having trouble lifting the machine into the building and Wallace was doing summer work for the village on a tractor.

He was called over and with the village

equipment gave the workers a helping hand.

The next summer he picked off a summer job with the company and worked in vacation time off from Alma College until he graduated.

He went from school to service for two years and upon his discharge accepted a post in the accounting department. Today he is the company controller.

### ANOTHER ROUTE

Two other persons who have always lived in the area took a different route to the responsible posts they now hold.

They both rose to important office posts after starting working on the line in production.

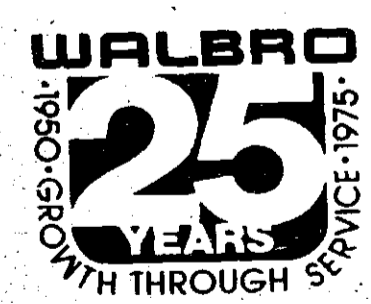
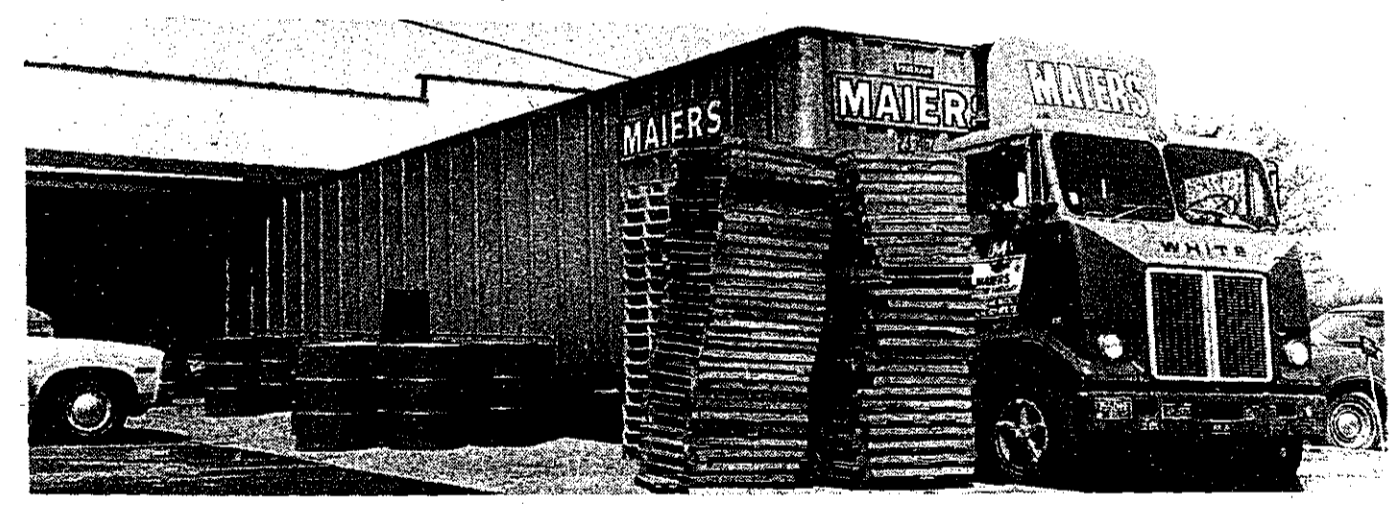
When Bill Ewald took a job in the plant on the second shift in February of 1958 he had no inkling that someday he would become the purchasing agent for a company doing a multi-million dollar business. But that's what happened.

He spent five months on that shift before he was shifted to production control and then into the purchasing department.

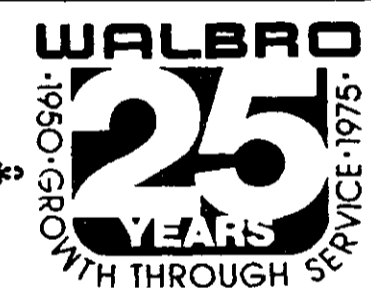
He's been the boss buyer now for 12 years. Everything was on paper then, he recalled, reams and reams of it. It got to be a mess, he said. That's all changed now of course. The records are on the computer. Despite the helping hand of sophisticated equipment the job has

Continued on page 5

# Serving Walbro For 25 Years



*Congratulations on your Silver Anniversary*



# CONGRATULATIONS

ON YOUR

## SILVER ANNIVERSARY

We've enjoyed our long association during the first 25 years and look forward to maintaining it in the years ahead.

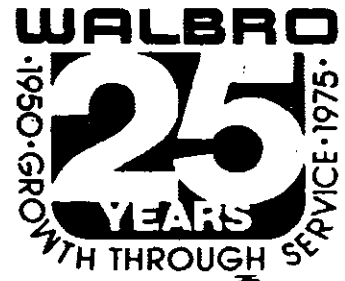
Gaskets For Walbro Products Come From Wolverine.

# WOLVERINE

2638 Princess St.

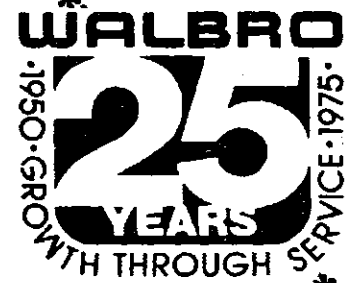
FAB. & MFG. CO.  
DIV. EAGLE - PICHER  
IND. INC.

Inkster, MI



# WALBRO'S 25 YEARS

A MILESTONE IN YOUR PROGRESS  
AND SERVICE TO COMMUNITIES  
IN THE THUMB.

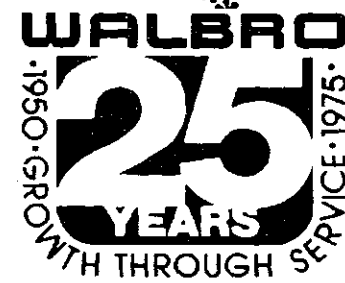


As Long-Time Suppliers Of  
O-Rings & Gaskets We Are  
Pleased To Have Played A  
Role In Your Growth And  
Look Forward To Many More  
Years Of Growing With Walbro.



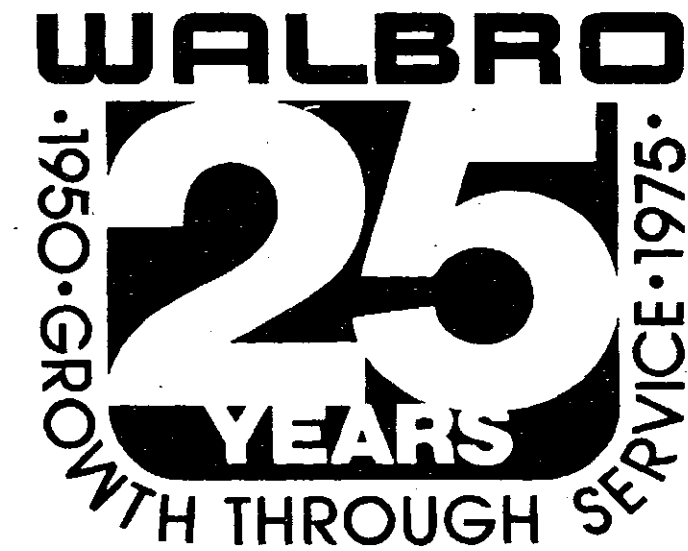
23230 INDUSTRIAL PARK DR.  
Farmington Hills, Mich. 48024  
(313) 478-2400

3635 MARINE RD.  
Toledo, Ohio 43609  
(419) 385-9081



# IT HAS BEEN A PRIVILEGE

TO WORK WITH WALBRO  
EVERY YEAR SINCE IT BEGAN  
IN THE CASS CITY COMMUNITY



BEST WISHES . . .

# LINCOLN DIE CASTING, INC.

15085 EAST ELEVEN MILE

ROSEVILLE, MI

# Herron Builders: good people key to growth

In 10 short years Herron Builders, Inc. has become Cass City's largest builder and real estate developer.

I've been lucky to hire real good people and that's been one of the keys to my growth, says Herron. The other is being located in a good growing community.

Over the years, Herron Builders has added just about all the equipment needed for building including such items as automatic hammers, a loader and other related equipment.

Backing his faith in the area, Herron developed Country View Haven, a subdivision with 20 lots at the southeast edge of the village.

Today all but three of the lots have been sold, the Country View Haven boasts some of the community's finer homes.

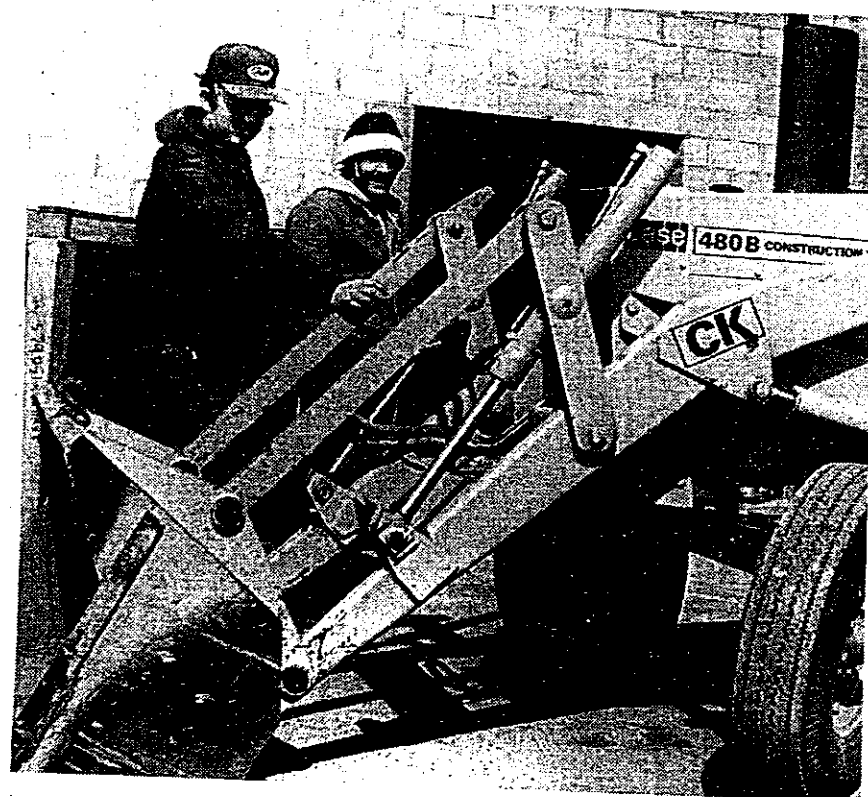
Already thinking of the future Herron has purchased 50 acres in the northwestern section and annexed the parts of it outside the village into the village.

Ten acres of the plot will be available for homes as a subdivision this fall, according to present plans.

Herron Builders has frequently been the contractors for major business buildings and remodeling and enlarging of existing buildings, but his business is not restricted to larger jobs.

We built the business by satisfying the customer, large and small, says Herron.

We'll always be available for whatever the customer requires...from a complete turn-key job from our own plans to merely adding an unfinished room to an existing building where the owner can complete the job at his leisure.



**TOM HERRON** on the job in Cass City. Herron Builders has all types of equipment for construction, but the owner credits his workers for much of the concern's rapid success.

# 2 businesses flourish in same building

A highly successful Cass City business became two businesses six years ago and both continue to grow today. The two are Cass City Oil and Gas Co., managed by Duane Chippi, and Village Service Center, managed by Bob Bader.

The business began 45 years ago at the corner of Main and West Streets in a building since moved away and replaced by the present structure. As the business grew over the years, the service station and the fuel delivery business began to exert their own identities and in 1969, the two became separate entities.

Bader worked at the station during the years it was managed by Cliff Ferguson and worked his way into eventually purchasing the business, along with the late Floyd Kennedy.

A native of Evergreen township, Bader worked at other jobs in the Thumb area until he eventually came to the station. The opportunity of ownership came and he, along with Kennedy, took it.

Today, Bader is sole owner, employing four full-time and two part-time persons.

Chippi came to work at the station in 1961 and when the business split, took over the fuel delivery end which retained the original name Cass City Oil and Gas.

Chippi employs three drivers and has four trucks, including a large semi. Cass City Oil and Gas specializes in fuel oil and tractor gasoline deliveries throughout the Cass City area, and continues this long tradition of service.

Both Cass City Oil and Gas and Village Service Center offer Pro products. Village Service Center also provides a large supply of parts and accessories to keep cars running at top efficiency.

A wide selection of tires and batteries is also available.

Both businesses are committed to the continued growth of Cass City.

# Routes vary to important jobs



**BILL EWALD**

grown. Today Ewald works with an assistant, George Mika, and a secretary.

Another person who went from the manufacturing plant to the office is Ms. Phyllis King. Ms. King spent nine years on the line before moving into service work at the plant where she worked three years.

After 12 years she became a secretary to Harold Isard in personnel. She moved up another notch when she was moved to the Caro plant to become personnel administrator.



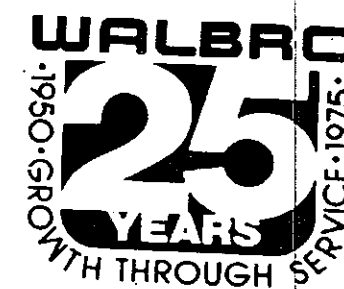
**PHYLLIS KING**

Earlier this year she came back to the main plant where she works now as the company's technical publications supervisor.

One of the first to join Walbro was Lee Hartel. Together with Dale Brown, another veteran still working at the company, Hartel went to work for the company in 1954 when it was committed to moving here but was still operating in Caro. Continued on page 7

# BEST WISHES

ON WALBRO'S



# 25th Anniversary

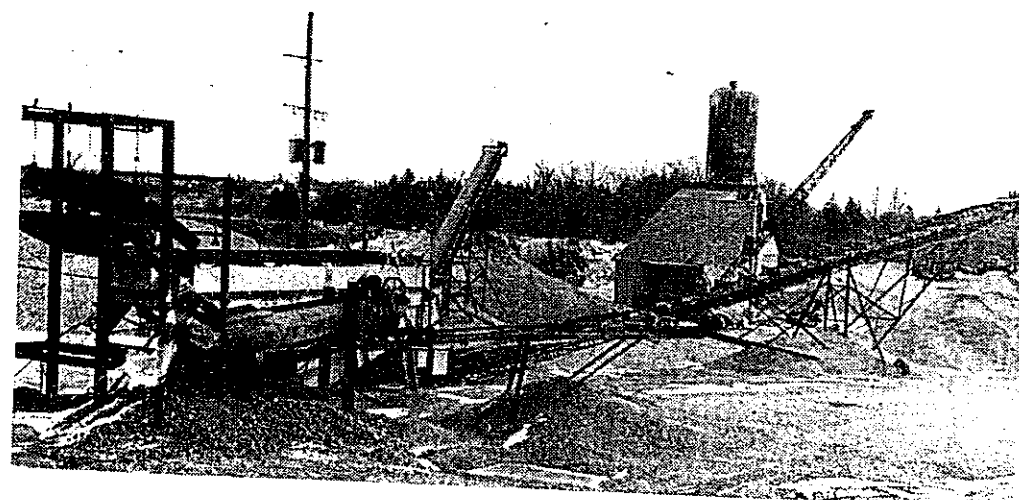
We are pleased to be among the suppliers who serviced the company for most of the first 25 years with screw machine parts.

# DEXTER AUTOMATIC PRODUCTS

DEXTER, MI

# TUCKEY BLOCK

## READY - MIX CONCRETE



We Are Proud To Have Grown With Cass City And The Community



OUR CONGRATULATIONS TO WALBRO ON 25 YEARS OF SERVICE

# TUCKEY BLOCK CO.

CASS CITY

Locations in

CARO

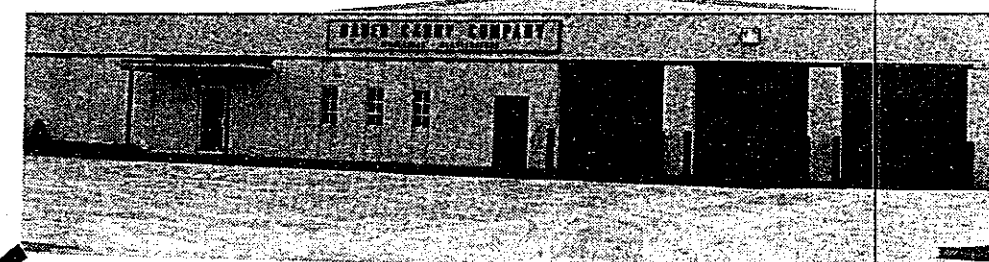
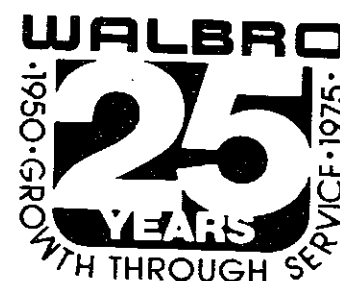
# GROWING WITH

## THE THUMB IN CASS CITY

SINCE 1948

OUR CONGRATULATIONS

AND BEST WISHES TO WALBRO



# BAUER CANDY CO.

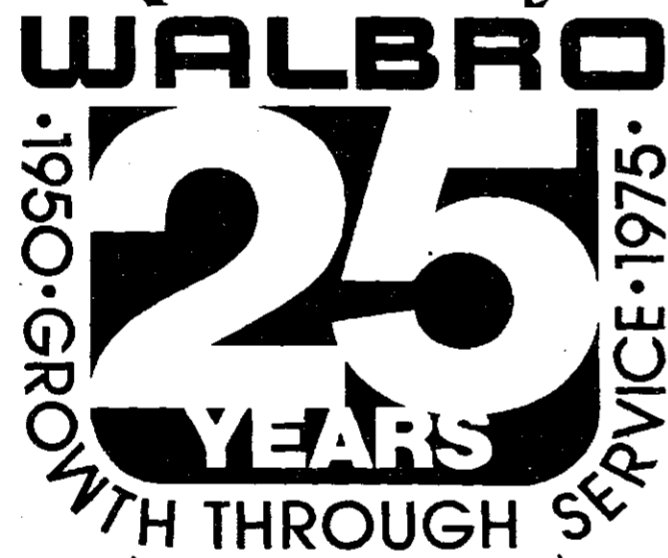
4260 DOERR RD.

CASS CITY

PHONE 872-2144

# BEST WISHES

We Are Pleased To Have Been Suppliers Of Walbro Through Most Of The First 25 Years.



CONTINUED GROWTH THROUGH SERVICE IN THE YEARS AHEAD.

hayes-albion CORPORATION non-ferrous products group

PARAMOUNT DIE CASTING DIVISION

Red Arrow Highway Stevensville, Michigan

LITEMETAL DICAST DIVISION

1927 Wildwood Avenue Jackson, Michigan

## Wickes: a wide choice for farmers

The Wickes Agriculture Elevator in Cass City has gone under various names in its long and illustrious history on the local scene.

It began in 1884 with the A.G. Berney elevator, followed by Miller Brothers four years later. Eventually, both were purchased by Amuel Frutchey, who operated



**BOB WISCHMEYER,** manager of Wickes Agriculture elevator (formerly Michigan Bean Co.) in Cass City.

them successfully for many years. In 1930, the company merged with the Michigan Bean Co. Both were dissolved in 1933 and reincorporated as the Frutchey Bean Company.

It operated as such until 1968, when a new Michigan Bean Company, a division of the Wickes Corporation, purchased the

facilities.

Today, it is known simply as Wickes Agriculture.

Growing with the surrounding farming region, the company purchased its property at Main Street in 1960 from the Farm Produce Company. In December, 1963, ground was broken for a \$200,000 concrete Terminal elevator with a capacity of 175,000 bushels, which was completed in time for the fall harvest in 1964.

According to present manager Bob Wischmeyer, plans are on the drawing board for two more towers, scheduled for construction later this year. The additional towers will double the elevator's storage capacity, Wischmeyer says.

Presently, the facility is equipped with two large grain cleaners in connection with two 10-bushel automatic scales. At the top of the structure is a 15-bushel automatic scale to weigh grain as it is loaded into box cars.

The plant is capable of loading a 129,000 pound capacity car in 45 minutes.

Wischmeyer, who has been manager of the Cass City facility since 1969, is no stranger to elevator management. Born in Breckenridge, he worked at the local elevator before joining Wickes.

Beside offering customers a complete line of fertilizer, seeds, feeds, chemical pesticides and herbicides, Wickes also offers feed grinding and storage.

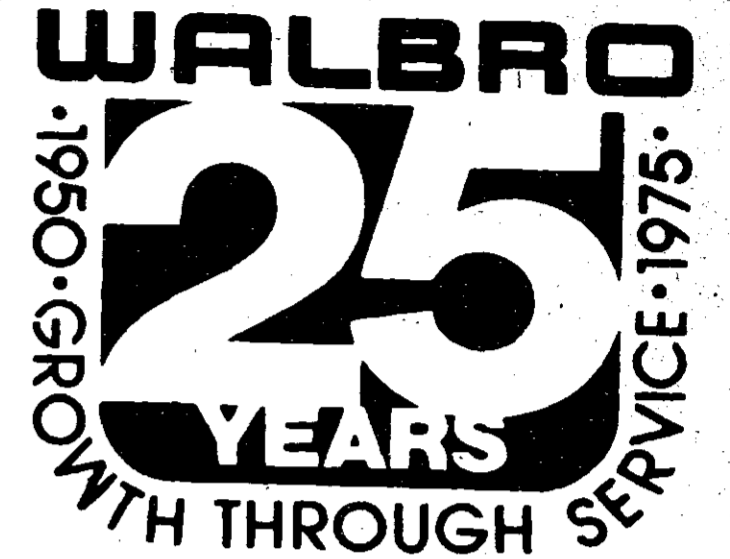
This year, the facility added a Western Union teletype to help give area farmers up to the minute price and supply quotations.

"We offer a wide choice to the farmer on how to market his crops," Wischmeyer said.

Liquid nitrogen and coal are also included in Wickes' delivery service.

The firm presently employs eight persons.

## CONGRATULATIONS



Serving Walbro and the Thumb-----

## TREND VENDORS, INC.

4545 Ale

Phone 872-2260

# BEST WISHES WALBRO

We Are Pleased That Our Long Association With Walbro Continues And Trust That We Will Continue To Furnish A Beneficial Service To You For An Even More Successful 25 Years Ahead.

## A FRIEND AND SUPPLIER

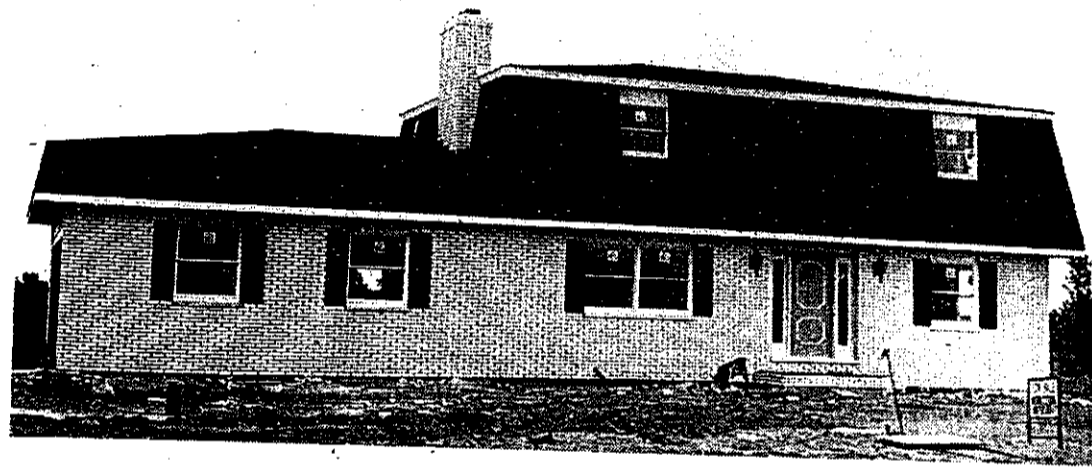
# PROGRESS

## HELPING CASS CITY GROW AND GROWING WITH CASS CITY

### HERRON BUILDERS

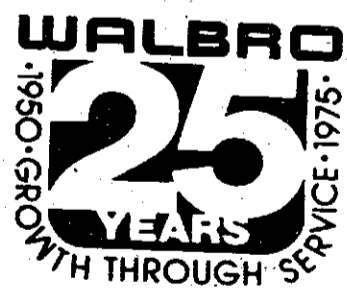
CREATORS OF

## BEAUTIFUL RESTRICTED COUNTRY VIEW HAVEN



Country View Haven, the subdivision with underground utility service, curb and gutter, paved streets, choice of lot sizes, ideal location, village water and sewer.

HERRON BUILDERS HAS A HOME UNDER CONSTRUCTION OR CAN  
BUILD TO YOUR SPECIFICATIONS.



OUR SINCERE CONGRATULATIONS  
TO WALBRO  
ON ITS 25th BIRTHDAY OPEN HOUSE

# HERRON BUILDERS, INC.

Phone 872-2217

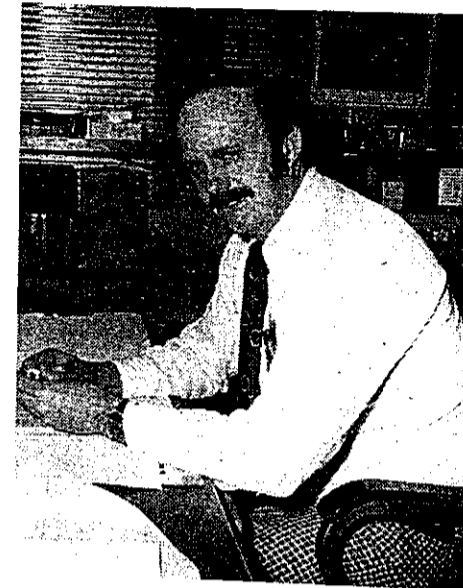
Cass City

### Many employees of early years still active

## Experience pays off for Walbro

Fenton. He is one of a few to have worked in three different cities.

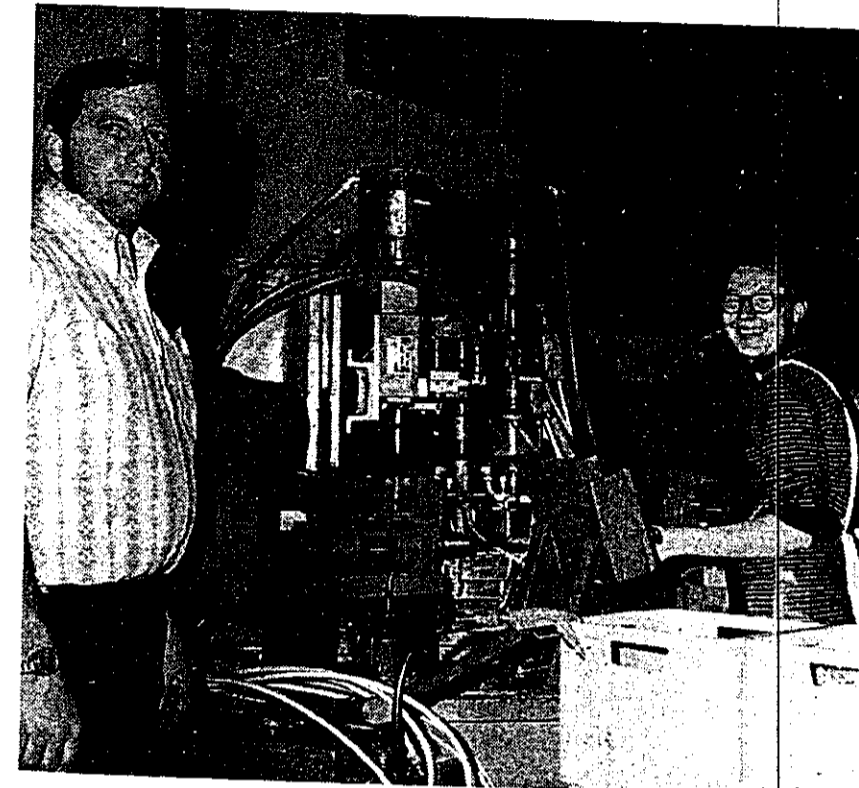
At one time Walbro operated a plant at Omro, Wisconsin, and Hartel worked in a supervisory position at that plant.



LEE HARTEL

When it closed he returned to Cass City and now is the assistant to the chief inspector.

Another old timer is Willie Neiman whose service also dates back to 1954



WILLIE NEIMAN has the experience and the know-how to pinch-hit where needed in any of Walbro's plants. Right now he is at plant three in Cass City. He chats here with Sally Young.

except for a few months when he left the company.

Neiman knows what it's all about. He started as a stock handler and in rapid succession worked as a truck driver, maintenance man and set-up man.

Right now you'll find him in the company's plant number 3 in the former Nestles' building. But he's liable to pop up in any of the plants.

His varied experience makes it possible for him to move in during vacation periods and take over for other foremen on vacation. And he does. I work in all the local plants and in Caro, says Neiman.

INSPECTOR

Another person you may find in almost any section of the main carburetor plant is Al Avery. He's an inspector and his job

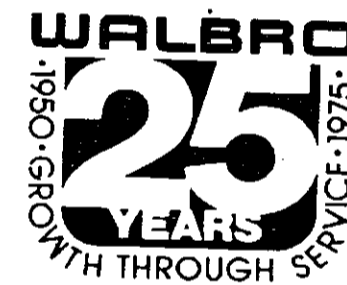
Continued on page 9

### The News

Without

### Fear or Favor

CASS CITY CHRONICLE



## WE SALUTE WALBRO

FOR ITS 25 YEARS OF GROWTH IN THE  
INDUSTRIES AND THE COMMUNITIES  
WHICH IT SERVES

WE ARE HAPPY TO HAVE BEEN SELECTED TO DESIGN AND  
FURNISH THEIR SHIPPING CARTON NEEDS THROUGH THE YEARS.

# OLINKRAFT, INC.

ESSEXVILLE & OWOSSO, MICHIGAN

We are indeed happy to extend  
Our Congratulations and Very Best Wishes

to

**WALBRO CORPORATION**

on this proud occasion

**ITS 25TH ANNIVERSARY**

For Walter E. Walpole, the members of his family, and his business associates, who came with their (then young) company to Cass City in the early 1950's, and supplied the inspiration and guidance to bring it to this important milestone, the pride of accomplishment can be theirs in full measure; and

To the hundreds of residents of the Cass City area, and many from further distances, whose loyalty and diligence as employees helped bring about the fulfillment of company plans, all can enjoy the satisfaction of a job well done.

Why does it bring happiness to us on this occasion?

Because we have also been a part of the Cass City community for many years, and are vitally and sincerely interested in all that may or does improve this area.

The Creator has given this particular part of Michigan an abundance of natural resources. As a homesite we believe it has more advantages than most other sections of our nation. We want to build wisely on the base which has been given to us by former generations. Working together as a community, further improvement is our obligation to generations yet to come. We invite all who read this to make this your personal goal too.

**The Pinney State Bank**

## Harris-Hampshire: service still key after half century

Serving the insurance needs of Cass City area residents has been the job of the Harris-Hampshire Agency the past 51 years and service continues to be the hallmark of this established firm, according to partners Newell Harris and Richard Hampshire.

The agency was founded in 1924 by Earl Harris, Newell's father, who lived near Shabbona. He specialized in coverage for farmers, protecting them against losses from fire, a portion of the business still important to the agency today.

In 1943, the elder Harris decided to move to Cass City and brought everything with him—including his house.

Harris continued to operate the agency from the home he still occupies on Main Street until 1967, when new quarters were constructed near the east village limits.

The elder Harris retired that same year. In the meantime, Dick Hampshire, a native of Kingston, joined the business in 1953. Newell Harris joined the firm in 1963.

Today, the idea of service pioneered by Earl Harris continues at the Harris-Hampshire Agency. The firm represents seven insurance companies including Aetna Life and Casualty, Auto Owners,

CNA, Financial Indemnity Co., Michigan Mutual Auto Insurance Co., Pioneer State Mutual Insurance Co., and Reserve Insurance Co.

"The business is changing every day," Hampshire adds. "With new developments such as no-fault auto insurance, we have to work to stay on top of the changes."

In spite of new innovations, both still agree that service is the key to a successful insurance business.

"People don't just expect service," Harris says. "They demand it."

Other areas of growth in the insurance business have taken place in pensions. The Harris-Hampshire Agency can provide a complete range of both business and personal pension plans to help you plan your future.



Newell Harris (seated) and Richard Hampshire

Even with all these changes, both agree the farm operators in the Cass City area still provide a major portion of their business—a sector they plan to keep on serving as they have for over half a century.

## Helping merchants solve problems aids growth

Personalized service for customers and a group of knowledgeable sales personnel has made Bauer Candy Company one of the most successful wholesale distributors in the state.

While the name may say candy, Bauer Candy Company wholesales any and every kind of product its customers might need, ranging from paper products and tobacco products to school supplies, drug supplies, appliances and entertainment needs.

Company President James Bauer's 45-year background in wholesale operations makes him an expert on how to meet customer needs. The firm handles between 650 and 700 accounts in Huron, Tuscola, Sanilac and part of St. Clair counties. Each account gets personalized attention.

"We attempt to provide our customers with a knowledgeable salesman who can help keep his stock under control," Bauer explained. "The average merchant can't keep up with all the latest trends—he hasn't got the time or the background."

"We shoot for turnover in his stock and attempt to provide what's moving, based on experience in other areas."

Bauer started his wholesale business in Cass City in March, 1948, buying out H. Kauffman Co., on Main Street. With only three em-

ployees, he built the business until it outgrew its location as the 1970's dawned.

In 1972, the company moved into its new 14,000 square-foot building on Doerr Road at Garfield Street. Presently, the firm employs 14 workers including four salesmen who make personal contacts with every customer.

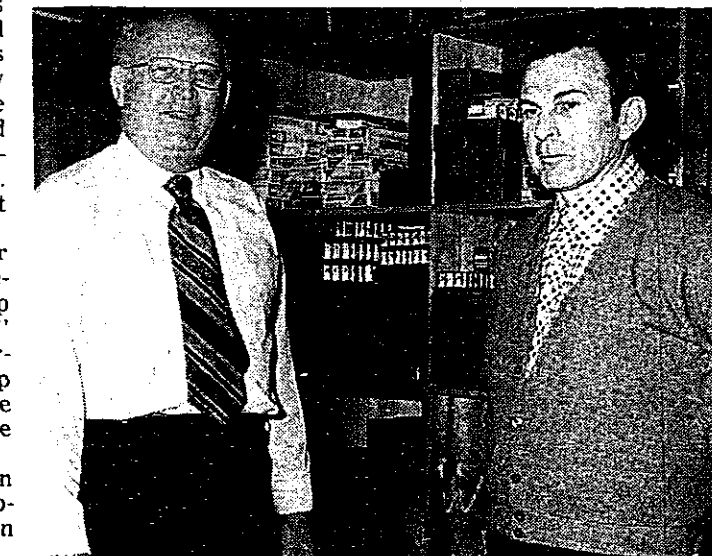
"Customers appreciate the personal touch," Bauer commented. "They also appreciate having a knowledgeable salesman who can help keep their stock under control."

Bauer said he knew from the beginning that he wanted a wholesale business.

"I've only had two jobs in my life," he said. "One was with Valley Sweets of Saginaw and this one. It's all I know how to do and it's been good to me."

He believes the business has been built on personal contacts with customers and will continue to be in the future.

"Our story is 'what's new'," Bauer said.



BAUER CANDY CO. owner Jim Bauer (left) and manager Tom Jackson

## Since 1882 Cass City State Bank has helped area grow

Mention banking in Cass City and one name immediately comes to mind—the Cass City State Bank. The bank has occupied its spot at the corner of Main and Seeger since its founding in 1882.

Cass City's oldest bank, the institution was originally headed up by C.W. McPhail. In 1894, the bank was purchased by I.B. Auten and continued until 1913, when Meredith B. Auten began his long and illustrious career with the institution.

Under M.B. Auten's guidance, Cass City State Bank became a leader in the community, providing needed capital for growth of new business and expansion of existing businesses. Auten put his name and reputation behind such projects as Hills and Dales General Hospital and the Hills and Dales Medical Center, helping

to spur their successful completions.

In 1949, his son, Frederick B. Auten, joined the bank, and continued his father's reputation for close involvement in community affairs that aided in further growth.

Though small physically, Cass City State Bank assets in 1974 totaled \$8,800,000, and carried over \$2 million each in loans and real estate mortgages. Savings deposits totaled over \$5.6 million with total deposits topping \$7.7 million.

Cass City State Bank has weathered rough economic times, including the Great Depression of the 1930's. Today, it continues to maintain confidence in the economic health of Cass City and the Thumb and plans to keep helping the area grow and prosper.

## No Regrets, says Ken Martin after 5 years in Cass City

Martin Electric is in its fifth year in Cass City and owner Ken Martin has never regretted his decision to leave a well paying job at Saginaw Steering Gear to enter business.

Martin Electric at 4180 Hurds Corner Road is a family business. Ken handles the work with the help of Robert Kingslard and his wife handles the bookkeeping and office work.

When he opened his business here Martin was actually returning home. A native of the area he started in the electrical business working here as an apprentice.

After four years in the Navy where he worked as an electrician he joined the International Brotherhood of Electric

Workers at Saginaw.

He worked for 11 years at Steering Gear and was a foreman when he left.

Martin Electric does all types of electrical work with about half of the business coming from general contractors and the remainder from individuals.

The concern handles industrial, commercial and home wiring.

Despite the current building slump across the nation, Martin said that business has been good and he has been kept busy.

While Martin is comparatively young he is a veteran in his business. The 42-year-old is now in his 24th year as an electrician.

WALBRO  
1950-GROWTH THROUGH SERVICE-1975  
25 YEARS

# CONGRATULATIONS

ON YOUR

GROWTH AND SERVICE  
DURING THE FIRST 25 YEARS

WE SALUTE WALBRO AND ARE PLEASED THAT OUR SERVICE AND QUALITY HAS ENABLED US TO MAINTAIN PLEASANT BUSINESS RELATIONS THROUGH THE YEARS.

## REEVES BROTHERS, INC.

Rutherfordton, North Carolina

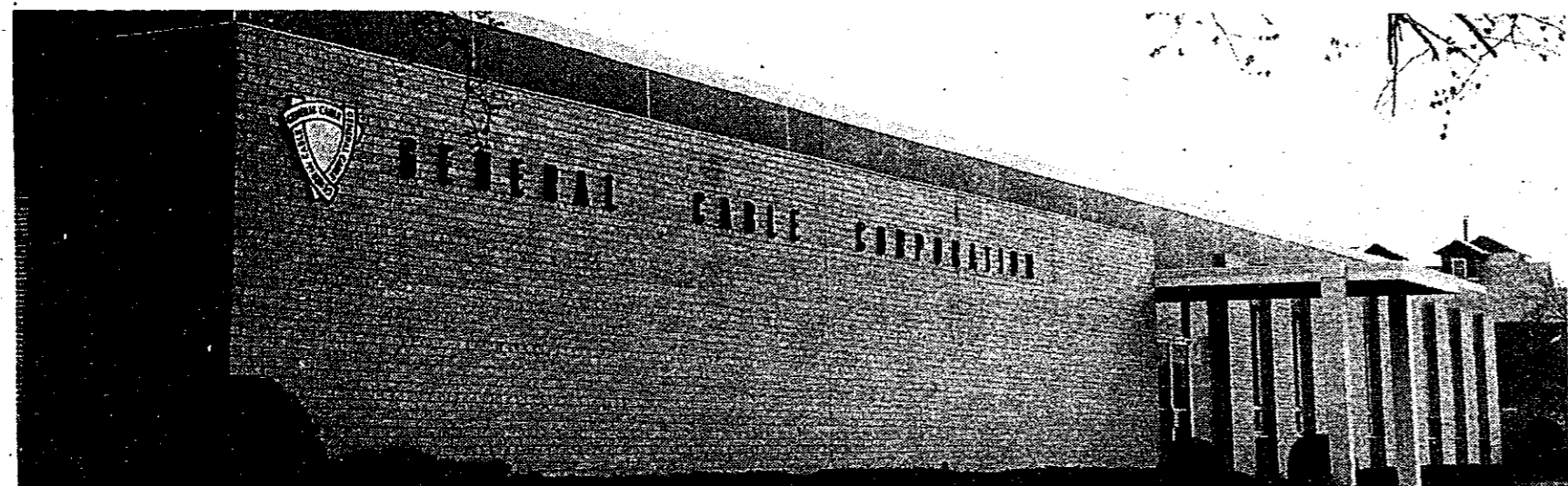


# GENERAL CABLE CORPORATION

## CASS CITY'S LARGEST EMPLOYER

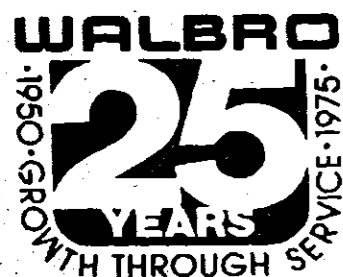
IS PLEASED WITH ITS ROLE ASSISTING

# COMMUNITY GROWTH



GROWING WITH THE  
COMMUNITY FOR 15 YEARS

OUR CONGRATULATIONS  
TO  
WALBRO CORPORATION  
ON 25 YEARS



# GENERAL CABLE CORP.

CASS CITY

PHONE 872-2111

## Ralph Chapman comes with Autopulse

# Good men a bonus with acquisitions

requires him to be everywhere at one time or another.

Avery has been in a supervisory position as an inspector for two years. He joined the company in 1966. Well known in the Cass City area he operated an auto parts

business for many years prior to joining Walbro.

### LONGEST SERVICE

Although he isn't one of the original persons hired by Walbro, Ralph Chapman,

Autopulse fuel pump plant superintendent, has been at his job longer than anyone.

That's because he came to Walbro when the company purchased Autopulse in 1957. He had worked for the former owners of the corporation for 10 years . . . . joining

the organization in 1947 at Ludington when his work as a band member proved to be insufficient as a full time occupation. When he first came to Cass City he worked on a fuel lifter, a product that the company since sold to another concern.



YOU MIGHT FIND Al Avery anywhere around the Walbro plant. As a foreman he's required at many locations. He was caught here with Michele Houthoofd and Jeanette Sprunger.



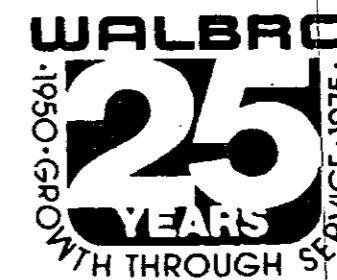
THE EMPLOYEE on the job the longest in Walbro is Ralph Chapman. He's Autopulse plant superintendent. Chapman is watching Mrs. Bessie Muntz who knows her way around the company. Mrs. Muntz has badge number one...as the first woman hired.

# IT'S CLARE'S SUNOCO

FOR

MOTOR TUNE-UPS - SHOCKS - MUFFLER SERVICE

GET OUR SPRING  
TIRE - DEAL!

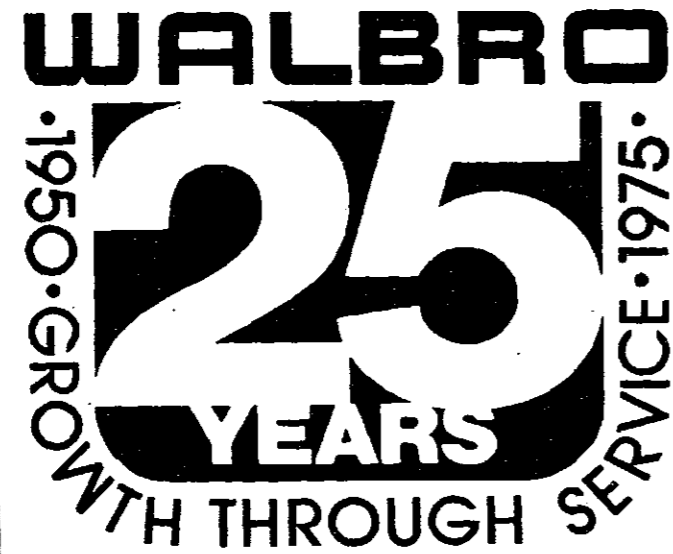


CONGRATULATIONS  
TO WALBRO ON  
ITS 25th BIRTHDAY!

# CLARE'S SUNOCO SERVICE

6597 Main

Phone 872-2470



**WE ARE PLEASED TO  
HAVE BEEN ASSOCIATED  
WITH WALBRO THROUGH  
ALL ITS YEARS IN CASS CITY**



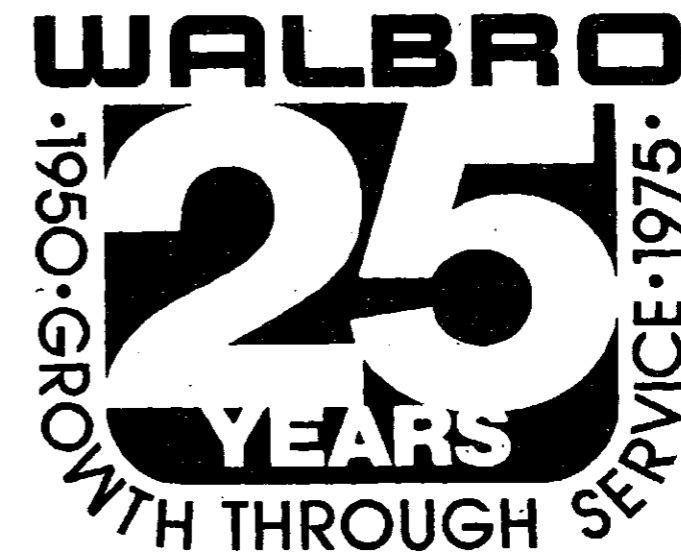
**CONGRATULATIONS  
AND BEST WISHES**

**AUTOMATIC  
SPECIALTY COMPANY**

**P.O. BOX 645**

**GRAYLING, MI**

**No. 1**



**WALBRO HAS ALWAYS BEEN  
NUMBER ONE IN COMMUNITY  
SPIRIT AND PROGRESS**



We are pleased to be numbered among the first to be associated with the company. It is a pleasure to extend our best wishes after 25 years.

**STAFFORD & JACKSON, INC.**

**9155 PERRY ROAD  
ATLAS, MI**

## Expanding L&S uses service to keep company growing

Ten years ago, Floyd (Shorty) Luettkie and Louis Salas, were two mechanics with a dream—operating their own service station. Both were mechanics at Rabideau Motors and when the opportunity came, they took advantage of it.

Today, they are the co-operators of L&S Standard and L&S Sports Center at the corner of Main and Oak Streets.

The pair took over the Standard Service Station, succeeding Millard Ball, and continued to build a large clientele over the years.

Five years ago, after initial successes selling Arctic Cat snowmobiles, the pair expanded their business to include the L&S Sports Center, next door to the service station.

Today, in addition to selling the popular Arctic Cat snowmobile, the sports center also sells a complete line of lawn and garden products, along with parts and service.

"The station just wasn't large enough to handle the machines and service cars as well," Luettkie explained. "When this building became available, we took it."

Along with expansion of the business, the service station has undergone extensive remodeling, including a new brick front built in 1974.

Luettkie was born in Bay Port and has lived in the Cass City area since 1940.

His partner, Louis Salas, was born in Mexico and first came to Michigan in 1938, settling in the Cass City area in 1946.

The two have operated the service station since 1965.

"We don't operate a gas station," Luettkie said. "We operate a service station."

Dependable service has become a tradition at the station, which carries a large inventory of tires, batteries, parts and accessories for nearly every make and

model of car and truck. They even offer Western Union telegram and mailgram service, to get your message sent faster and with greater impact. L&S Standard Service is open Monday through Saturday from 7:00 a.m.-6:00 p.m., and closed Sundays.



CO-OWNERS OF L & S Standard Service and L & S Sports Center, Floyd "Shorty" Luettkie and Louis Salas. The pair have operated the service station since 1965 and the sports center since 1970.

## Friendly people at Karen's Beauty Salon

A cheerful smile and pleasant atmosphere await customers of Karen's Beauty Salon, located at 6350 Garfield St., in Cass City. The shop, formerly known as Marge's Beauty Salon, has operated the past 12 years and was purchased by Mrs. Karen Fischer in August, 1974.

Mrs. Fischer, a Cass City native, worked in the shop from its beginning and purchased it from Mr. and Mrs. James Johnson. She had managed the shop a short time prior to buying it, which she admits came almost on the spur of the moment.

"I'd been here 12 years," she said, "and by then I'd pretty well learned what it took to operate it. So when the offer came, I took it almost without a second thought."

Since purchasing the shop, Mrs. Fischer has begun a remodeling and redecorating plan that includes a new, lowered ceiling that adds warmth and a cosy atmosphere to the spacious working area. More redecorating plans are still on the drawing boards.

"A business is something you have to build," she says. "You work at it to make a name for it and to keep that reputation intact. You don't just start a business and expect customers to come."

At Karen's Beauty Salon, more than just the proper hair style are considered. Complete make-up consultations are also offered and include eyes, skin and nails for a complete beauty analysis and treatment.

Her location, near Walbro and General Cable plants, is an advantage, Mrs. Fischer believes.

"More women work today than ever before," she says. "And our shop offers a large, comfortable atmosphere for those working women."

Karen's Beauty Salon, completely air conditioned, is located at the corner of Garfield and Vulcan Streets, and is ready to serve you.

## Bartnik brothers begin 28th year at service station

It's been nearly 27 years since Bartnik's Service Station began providing Cass City area customers with Mobil petroleum products, a wide assortment of new and used parts and 24-hour emergency wrecker service.

The business began when Stanley Bartnik and his youngest son, Hank, took over the service station, located at the intersection of M-53 and M-81 in Greenleaf township.

Two years later, Hank's brother, Cas, returned from the service and joined the family business.

The family came from Detroit originally, but Hank and Cas were raised in the Cass City area, arriving in 1932. Their father both farmed and worked in a factory prior to buying the station.

"We were doing this type of repair work even when we were still on the farm," Cas Bartnik recalled. "So it was not something completely new to us."

Today, Bartnik's Service Station provides 24-hour emergency wrecker service and has been an AAA approved wrecker the past 20

years. In those years, they've been at the scene of around 1,000 auto accidents in Huron, Tuscola and Sanilac counties.

Their wrecker features the latest equipment that can often mean the difference between life and death to an accident victim. They also rely on two-way radio equipment to aid in speedy location of accidents.

The vehicle also features a tilt roll-back device to transport immovable cars or trucks involved in accidents.

Bartnik's Service Station carries one of the largest collection of new and used auto parts in the three-county area, in addition to Mobil gasolines, motor oils and lubrication.

Bartnik's also handle light automotive repair.

In their salvage business, the brothers provide parts for cars, trucks and farm implements.

Given the choice, both agree they'd just as soon stay in the Cass City area. "We know most everybody around here," Hank Bartnik says. "It's a friendly area and we like it."

## Mary Withey turns hobby into career

Mary Withey of Mary's Beauty Salon, located at 3795 Cemetery Rd., was always interested in hair styling, even before she decided to make it a career.

"I always fussed with hair," she recalled. "I used to work with my friends when I was in high school and help them style their hair."

After graduation, Mrs. Withey, a native of Gagetown, worked a year and then went to school to learn more about it. She attended Saginaw Beauty College and Virginia Farrell for advanced training.

Following her marriage to Francis Withey, the couple came back to Cass City, where Mrs. Withey worked in a downtown salon before going into business for herself at her home in 1967.

"I preferred having my shop attached to the house because it cost less than it would to rent a shop in town," she said. "It's really a lot more convenient."

Mrs. Withey has 14 years' experience and she says in that time, hair styles have become more carefree, more natural and easier to handle.

"Women today aren't conforming to the dictates of stylists," she commented. "The majority of women are wearing exactly what they want, style or no."

At Mary's Beauty Salon, she and her assistant, Barb Geister, offer any number of hair styles, cuts or waves, along with frosting and coloring.

The cozy shop features six dryers and two shampoo stations. The warm, friendly atmosphere helps customers relax and feel right at home.

Mrs. Withey's philosophy is tied directly to pleasing the customer and maintaining a reputation for reliability and the best in hair styles for any woman.



BARTNIK BROTHERS Cas (left) and Hank, offer 24-Hour emergency wrecker service in addition to a wide selection of used parts at Bartnik Service Station on M-53 at M-81.

# 25 YEARS AGO . . .

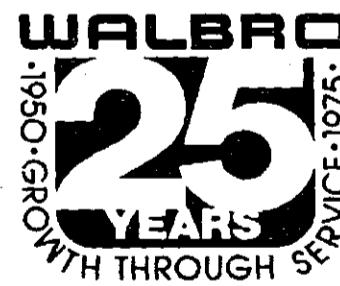
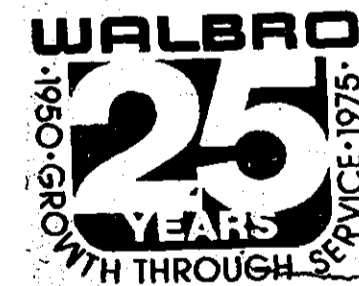
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B.A. CALKA REAL ESTATE

Phone 872-3355

## Tuckey Block marks 30 years of area service

Tuckey Block Co. of Cass City marks 30 years of serving Cass City-Caro area customers this year, and is committed to the future growth of the region.

According to Roy Tuckey, co-owner, the firm sees its future tied directly to the future of the village. And, in the more stabilized economy of the Thumb, he sees the future as good.

The firm was founded in 1945 by Luke Tuckey at its present site with only one truck. Tuckey's land sits on one of the richest high-quality gravel deposits anywhere, prompting him to go into the business.

The senior Tuckey operated the business successfully for 20 years, selling his interest in 1965 to his three sons, Roy, J.D., and Bill.

Meanwhile, the company expanded, purchasing the former Forbes Transit Co. in Caro in 1966. Today, Tuckey Block Co., operates a Redi-Mix business from its Caro facility.

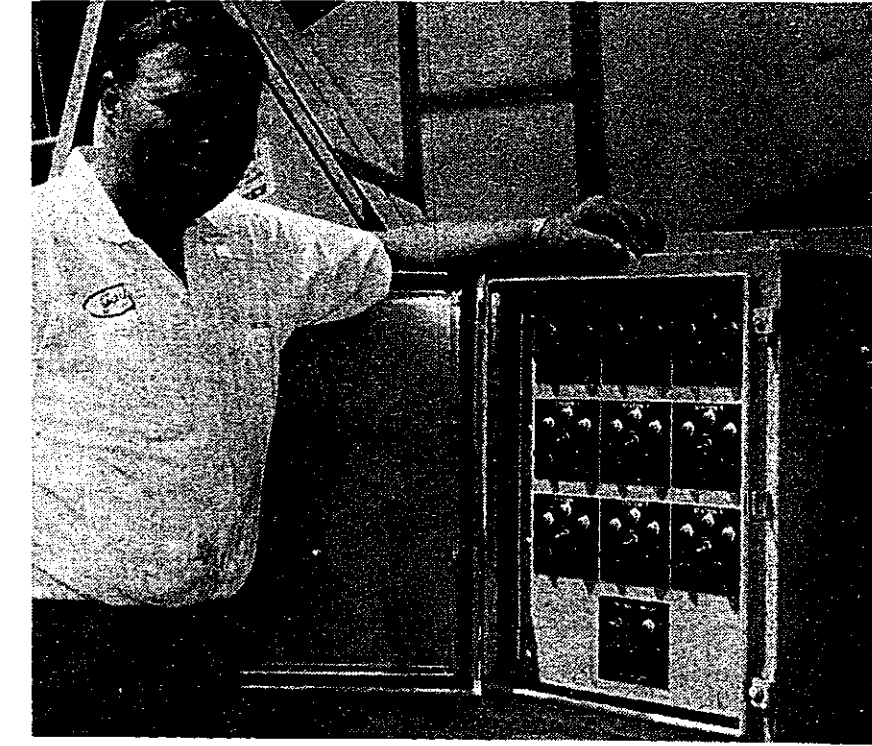
In 30 years, the company has grown to a fleet of 12 trucks and 15 employees.

The heart of the business, Roy Tuckey said, is a huge, fully automated dehydrator that produces sand, crushed stone and whatever else potential customers might want in the way of gravel-based materials.

Once set, the giant conveyor system automatically produces the finished product at the touch of a button. The present equipment was installed in 1970, increasing the company's capacity and annual amount of material moved.

Last year, Tuckey said, the firm sold 30,000 yards of sand. He said total material handled today is 30 times greater than it was in 1945.

Right now, he said, the business is growing at a rapid rate. "We're tied in directly with new home construction in



J.D. TUCKEY poses at the controls of the fully-automated equipment that keeps Tuckey Block a leader in sand and gravel production in the Cass City area.

Cass City and with farming as well," he explained. "We're vitally interested in their success, because if they succeed, we do, too."

Tuckey emphasized the fact that his business has also been tied to the progress

of Walbro Corp. "They've provided us with a lot of business over the years and we're grateful for that," he said.

Tuckey Block provides all types of sand, gravel and redi-mix cement for every building or construction need.

## Quaker Maid pours \$200,000 into area

Wesley's Quaker Maid plant in Cass City, located at the corner of Main and Maple streets, plays a significant role in the economy of the area.

Currently the plant pours some \$200,000 a month into the community with a payroll of 10 persons and the purchase of 100,000 gallons of milk daily.

The plant was erected here in June 1946 and the first milk was received Jan. 1, 1947. When the first milk arrived, Gerald Stilson was on hand to process it.

Today he is the plant manager and the company is producing essentially the same products now as it did when it opened.

The principal product is condensed milk used for ice cream mix. The 100,000 gallons of milk is condensed to about 33,000 gallons and taken by semi-truck to Detroit daily.

The company is now owned by Borman's Foods, Inc., and the plant is the last market in the area for farmers with milk in cans. Wesley's handles both bulk and canned milk with about half the volume coming from cans.

To get the milk to plant, 15 trucks and drivers are employed.

When the plant opened, store cheese and butter was produced. However, in recent years cheese and butter are no longer produced.

Butter was produced here a couple of years ago but was discontinued when the demand for condensed milk became great.

Over the years a continuing process of modernization has been conducted, Stilson said, that keeps the plant competitive.

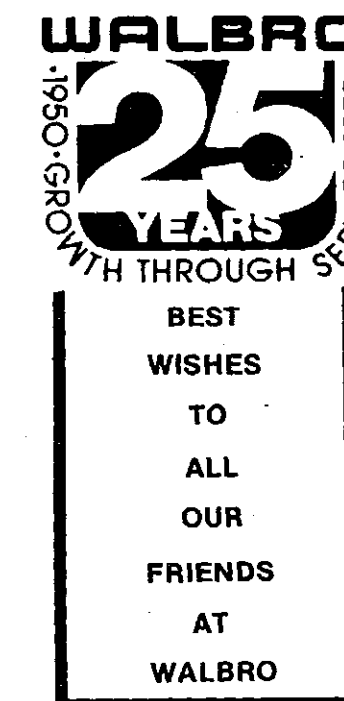
He expects the modernization trend to continue.



L & S STANDARD SERVICE



L & S SPORTS CENTER



# L & S SPORTS CENTER AND STANDARD SERVICE

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Cass City

Phone 872-2342

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1950-GROWTH THROUGH SERVICE-1975

**25**

YEARS

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WE WERE PLEASED THAT THE CHAMBER PLAYED A PART IN THE DECISION-MAKING PROCESS THAT BROUGHT WALBRO TO CASS CITY.

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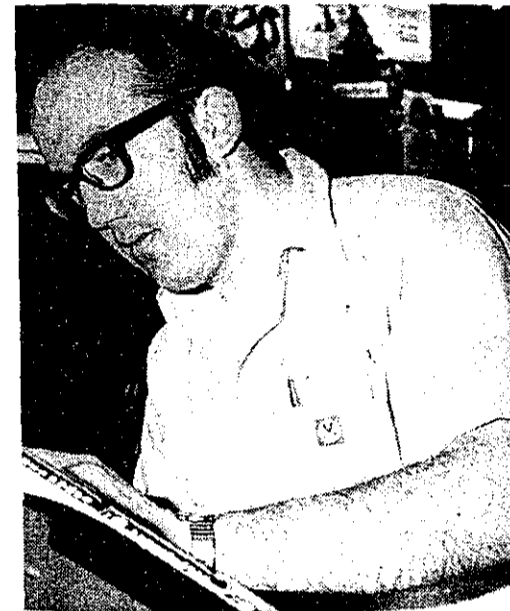
# CASS CITY CHAMBER OF COMMERCE

## Thumb Parts boasts wide stock of auto parts

Whatever you need to fix that car and keep it purring like a kitten is available at Thumb Parts and Machine Co., located at 647 Main St., Cass City.

Having a wide stock covering nearly every car and truck on the road has been the goal of manager Richard Britt since he began work at the store over a year ago.

"When a man wants a part, he wants it right now, not next week or next month," Britt said. "We've always been trying to keep as large a stock as we could to meet these needs."



**RICHARD BRITT,**  
manager at Thumb Parts

Britt is no stranger to auto parts or machine work. He worked for Pontiac Motors, Saginaw Steering Gear and Evans Products of Gagetown prior to taking over management of Thumb Parts and Machine Co.

A native of the Cass City area, Britt believes parts availability and price are both important.

"A customer today is much more price conscious today than ever before," Britt said. "He's going to compare and buy where he can get the best deal."

At Thumb Parts and Machine Co., customers can rely not only on Britt's own experience, but on the resources of a company with 11 stores throughout the

state—City Auto Parts of Bay City, which owns the Cass City outlet.

"If I run onto a problem I can't answer immediately, I can get on the phone and usually can have the answer in no time at all," Britt said.

City Auto Parts has outlets in Bay City, Sebawaing, Unionville, St. Louis and Coleman, in addition to its Cass City store.

At Thumb Parts and Machine Co., customers can choose from AC or Champion spark plugs, DuPont paints, Pennzoil, Valvoline, and AP exhaust systems.

In addition, Thumb Parts and Machine also turns brake drums and grinds valves.

The store is open 8:00 a.m. - 5:30 p.m. Monday through Friday, and 8:00 a.m. - 3:00 p.m. Saturday.

## Personal service always a trademark of Bigelow's

A landmark business that has grown through the years is Bigelow's Hardware at the corner of Main and Oak Streets in Cass City.

The store was opened in 1888, built by Howe Bigelow, the original owner. The present building was constructed in 1900. While it was being built, the original building was dragged into the center of Oak Street where business was transacted until the new brick store was completed.

The business continued in the Bigelow family until May of 1963, when Lloyd Vyse purchased it. Vyse, a native of Cass City, has worked at the store the past 27 years.

Vyse went to work at the store shortly after graduating from high school. He made major renovations in the interior of the store after purchasing the building, including a lowered ceiling, paneling and modern lighting.

Bigelow's Hardware is the oldest store of its kind in Cass City. It features a wide variety of true "hard" ware from nuts and bolts to electrical supplies, garden seeds and tools. It's one of the last area hardware stores that features large crocks.

"We carry more general hardware than any other store in the area," Vyse said.

## Ryland & Guc: variety of services keep them growing

A business that literally outgrew its original location in Cass City is Ryland and Guc Plumbing and Heating, located at 6475 Main St.

Bob Ryland and John Guc began their own business in a two-and-a-half car garage in 1953 after several years' experience working for other contractors. Once in business, work grew to a point where their original quarters couldn't handle it.

Then, in 1958, the former Boag and Churchill plumbing shop on Main Street went up for sale and the pair grabbed at the chance to expand. The move gave the business an opportunity to diversify until today the pair handle all types of plumbing, heating, air-conditioning, sheet metal and boiler work.

Both are licensed master plumbers and licensed boiler installers.

Another large part of the business, according to Ryland, is pump work on farms, which must depend on a steady, reliable water supply.

Oil burners are another service area for Ryland and Guc, who have also installed a large number of oil furnaces in the Cass City area in their years in business.

"You have to have a versatility to stay in this kind of service business in a community like Cass City," Ryland says. "With only a few men, you have to know a lot about several different kinds of work. There really isn't a lot of room for too much specialization."

Ryland and Guc Plumbing and Heating has grown with the construction of new homes in Cass City, as well as replacement units, Ryland says.

Ryland estimates service work alone has jumped from 60-70 per cent in the last 20 years.

In addition to furnaces, pumps and a complete line of parts, Ryland and Guc also carry a complete line of plastic pipe and fittings.

Besides Bob Ryland and John Guc, shop duties are handled by long-time employee Tom Dewey.

## Pinney State Bank: a major roll in area development

Cass City has come a long way since Elijah H. Pinney opened his bank back in November of 1886. And today, just as then, the Pinney State Bank is helping to play a major role in continuing village growth and prosperity.

The bank was originally known as the Exchange Bank of E.H. Pinney. Pinney had been a real estate broker a few years after his arrival from Pennsylvania and came to believe in the future of the village.

His first bank building faced Seeger Street, just around the corner from its present location. (That building eventually became the Chronicle's first home).

In 1903, his son, Edward, entered the business and shortly became a full partner. As such, it continued until after the death of Elijah H. Pinney in 1918, and of Edward in 1919.

In 1921, the bank was incorporated under its present name with Mrs. Elizabeth E.

Pinney as president and a five-man board of directors.

Five years later, the third generation of the Pinney family, Frederick H. Pinney, entered the business and became president in 1931, a position he holds today.

In the years following World War II, the bank expanded to meet the growing needs of the village. In 1949, extensive remodeling inside and out was completed and in 1964, expansion began that quadrupled available floorspace by 1971.



**FREDERICK H. PINNEY**

Pinney State Bank has helped many businesses in their infant years in Cass City and plans to continue in the years ahead.

"The future of rural Michigan is a bright future," Pinney says. "Things will be moving in this direction and we will feel more and more the touch of the urban population. As I see it, our growth is assured."

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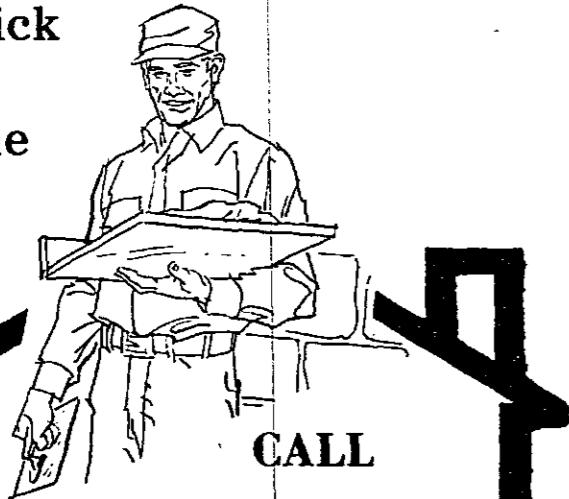
- Concrete & Way Lite Blocks
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WALBRO



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Your Foundation Should Be Firm!

# M & M BLOCK CO.

## Eicher's Cleaners: serving Cass City since 1944

Since it opened for business in Cass City in 1944, Eicher's Cleaners has outgrown two locations and is now in its third. The store originally opened in the building now housing the Clothes Closet, moved west to a location west of Seeger Street and two years ago, moved again to its present location at 6471 Main St.

The firm has been in operation since 1939, according to owner Eleanora Eicher, when it opened for business in Pigeon. Today, the cleaning plant in Pigeon handles work from the Cass City store, as well as from a new store opened recently in Bad Axe.

Mrs. Eicher said she has always attempted to employ local persons in the Cass City store and has supported civic projects in Cass City.

"I'm an interested citizen of Cass City

even though my residence is in Pigeon," she says.

Eicher's Cleaners is a member of both the National and Michigan Institute of Dry Cleaners, which helps keep member stores up to date on the latest changes in materials and how to handle them.

Eicher's Cleaners serves not only the immediate Cass City area, but also draws customers from as far away as Snover and Decker. Many are Walbro employees, and Mrs. Eicher says she's grateful for the business she's received during her years in Cass City.

The store employs four persons; Mary Kirton, Danny Nicholas, Suzanne Lowe and Clara Bond.

Eicher's Cleaners specializes in all kinds of dry cleaning, cold storage, alterations and dyeing.

## Hahn Real Estate offers personal service to clients

Edward Hahn and his wife, Elsie, handle Hahn Real Estate by themselves to give expert personalized service to their clients.

That's been our motto since we started, says Hahn, as he discusses his 10 years in the real estate business in Cass City.

Hahn started his own business after working for nine years as a salesman in Cass City.

To prepare for the opening of his own office he purchased the building on West Main street that he owns now and that houses several other clients.

His business opened in late 1966 and the first sale was handled by Hahn Jan. 11, 1967.

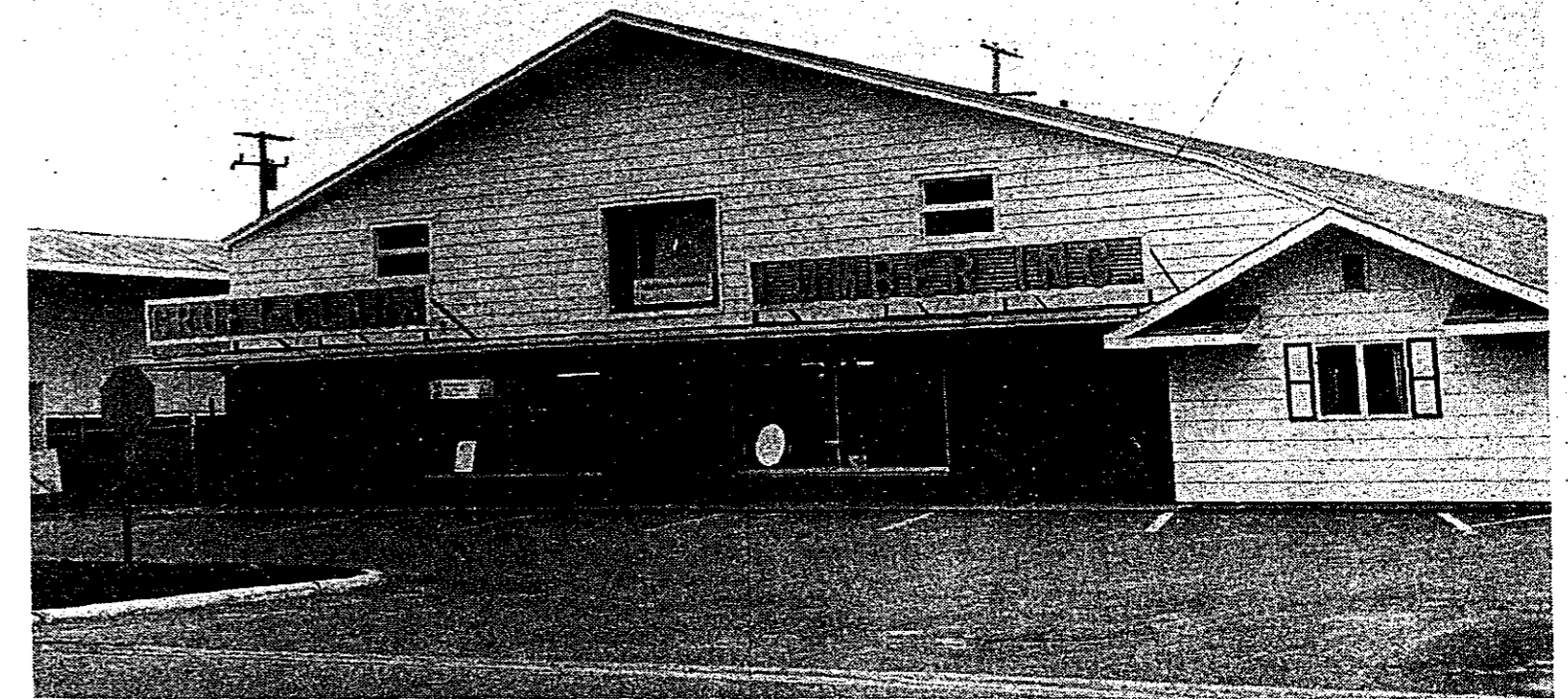
Hahn has spent his life in the Thumb. He was born in Deckerville and in 1943 came to Cass City after purchasing a farm west of town.

He joined the Cass City business community in 1956 when he purchased land south of Cass City and started raising Christmas trees.

It's a business that he still has and he uses portions of his building on Main to retail the trees every Christmas.

Working in the land is relaxation for the genial Cass City broker. He returns to the land west of town to plant and harvest whenever time permits.

When I'm out there it's a time of relaxation and a respite from my busy work schedule in the office, he says.



WALBRO  
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**25**  
 YEARS

We Salute you, Walbro, for 25 years and, more importantly, for the many contributions to the growth and progress of our community

Congratulations to all the Walbro Folks from all of us at . . .

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 YEARS

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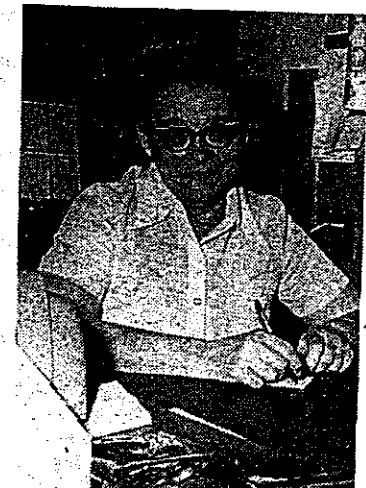
"ON THE CORNER"

CASS CITY

# Friendly service key to Mac & Leo growth

# Dependability keeps Anrod growing for 25 years

A tradition of supplying petroleum products to Cass City area residents entered its 31st year this year at Mac and Leo Service, 6314 Main St. Leo Ware and Stanley McArthur purchased the busi-



MRS. LEO WARE has been handling accounts at Mac and Leo Service for over 30 years.

"We were only in business a month when we had an accident with the delivery truck," she recalled. "At the time we didn't have enough money to get the truck repaired right away, so we put a tank on a trailer and hauled the trailer with a car to deliver heating oil."

Things have come a long way since then, however. From around 50 customers 30 years ago, Mac and Leo Service now boast around 800 customers, many on farms in Sanilac, Huron and Tuscola counties. In 1950, bulk tanks were constructed south of Cass City on Cemetery Road to help meet rising fuel needs. Today, the business boasts a 78,000 gallon storage capacity.

With three trucks delivering heating oil, diesel fuel and gasoline for farm use, Ware, his son, Dave and Keith Lowe are kept busy.

This year also marks the retirement of Jim MacTavish after some 25 years with the business. MacTavish has regularly serviced furnaces in the Cass City area the last eight years.

"Our business here is kind of like the old stores. I think people enjoy a little friendship when they come in."

"Our creed has always been dependability. That's what it was in the beginning and that's the way we intend to continue."

That's how Rodney Krueger, president of Anrod Screen Cylinder Co., summed up the firm's first 25 years. It's our best advertising, he said.

"We have established a reputation for delivering on schedule and we find most of our customers stick with us," Krueger said.

Anrod Screen Cylinder Co. was founded Feb. 10, 1950, by Krueger's father in the family's garage in Crosswell. The entire family worked on that first order and, according to Krueger, that was just the beginning.

The next order, from the Marvel-Schebler Co., forced the elder Krueger to move into a larger building. Business continued to improve until 1954, when the company moved into a location on Main Street.

The move to Cass City was almost predestined, Krueger recalled. He said his father had talked with Cliff Croft, George Clara and Dr. James Ballard about the move, but hesitated.

"We decided to take a fishing trip into Canada to think it over," said Krueger. "Well, we got to the area, hired a canoe and a guide and



RODNEY KRUEGER

paddled for an hour or two until we reached the fishing site and who should we run into but George Clara and Dr. Ballard. That decided the question. It was almost as though we were being told the move would work."

The move did. In 1960, the firm moved to its present 15,000 square-foot location on Garfield Street at Doerr Road, which has been enlarged twice in the last 15 years.

Anrod Screen Cylinder Co. produces a wide variety of quality filters and strainers for domestic and international industry. The firm is broadly based, and provides

products for automotive, farm, and recreation industries.

Since the firm is not tied directly to one industry, it can better weather economic troubles, Krueger said.

One of its newest products is a fine screen used for dental braces.

The firm employs six sales representatives throughout the United States and presently has 300 active accounts. Krueger said Anrod's volume increases by at least five to 10 per cent each year with the addition of about 20 new accounts per year.

The firm normally employs 35 workers and produces basically the same types of products it always has, many for some of the very first customers.

"We're continually working to change production methods to reduce cost and improve quality," Krueger said. "We're presently working with a new plastic line-molding for our filters."

Krueger said in 1974, the firm produced 22 million units, one of the best years in its history.

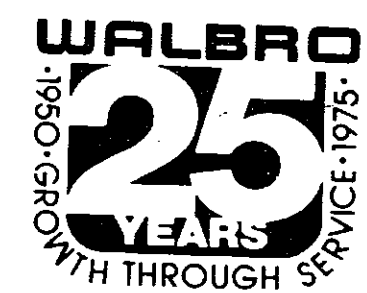
Thanks to computerization, used in scheduling plant production, inventory control and accounting, the plant saves time and money. It also allows orders to be filled promptly and to maintain delivery schedules.

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A SAFE  
PLACE  
TO  
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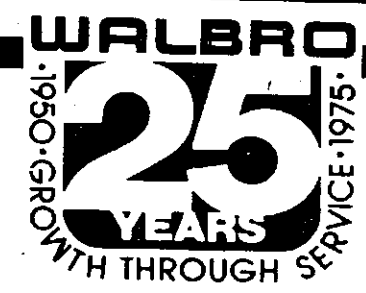
# Congratulations



The Cass City Industrial Development Corporation was pleased to furnish and finance the original land and building for Walbro Corporation.

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CASS CITY

### CASS CITY OIL & GAS

6415 MAIN

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# 25 years and millions and millions of carburetors ago

# Walbro began

**1950:** Incorporated on November 6, 1950, Walbro began with an idea. An idea in the mind of Walter E. Walpole, then secretary-treasurer of a carburetor manufacturer in Flint.

The idea (the first expression of Walbro's commitment to service philosophy) was to design a carburetor specifically for the small engine industry: an industry which, at that time, had no carburetor manufacturer devoted 100 per cent to meeting its highly specialized designing and servicing needs.

**1951:** The company began operations in Fenton, Michigan, in a quonset building once used as an airplane hangar.

It took time and money, of course, to design and engineer a new small engine carburetor from scratch. So Walbro's Fenton plant did custom machining to finance research and development work on its new float-feed carburetor.

**1952:** A year went by. Two years went by. One new carburetor after another was developed. But Walbro just couldn't find a small engine manufacturer who would take a chance on its new carburetor designs. And then...

### First Customer: Clinton Engine

**1953:** Late that year, Walbro got an order for 50 carburetor samples from Clinton Engine (its first customer and still a valued one). Only a sample order, mind you.

**1954:** But, in time, that sample order resulted in a sizeable contract. And in early '54, Walbro reached a production level of 500 units a day...only to find that its quonset building was too small and not properly suited to precision production.

### Cass City To The Rescue

With relocation in mind, Walter E. Walpole, President of the young company, talked to a number of Michigan communities that were actively interested in industrial development. Ultimately, the President of the newly-formed Cass City Industrial Development Corporation got in touch with Mr. Walpole.

In due course, the Cass City Industrial Development group offered (1) to build and lease Walbro a 6,000 sq. ft. building and five acres of land at a nominal rental; and (2) to get a number of local citizens to invest \$25,000 in Walbro common stock to give the company additional working capital for a strong, fast start-up.

Mr. Walpole accepted this generous offer. Walbro was, therefore, moved to

Cass City, in September, 1954. By year's end, the company had 70 employees; was producing at the rate of 1500 carburetors a day. Carburetor sales for the September through December period totalled approximately \$150,000.

### Second Major Customer: Lauson Engine

**1955:** Walbro added its second major carburetor customer; Lauson Engine which, within three months, was acquired by Tecumseh Products, Tecumseh, Michigan. The company now had over 100 employees with the ability to manufacture carburetors at the rate of 3500 a day.

**1956:** 190 employees. Carburetor production capability was at the rate of 10,000 units a day. Walbro was growing. Growing fast.

### First Step Towards Diversification

**1957:** Today, Walbro is one of the world's foremost producers of electric fuel pumps for the automotive replacement and original equipment markets. It laid the foundation for its present leadership position by purchasing Autopulse Corporation, Ludington, Michigan, in late '57.

The Autopulse Electric Fuel Pump, developed in 1925, is the oldest fuel pump of its type. And with the engineering improvements Walbro has made on it, Autopulse and its "twin", Dupree Electric Fuel Pump, are now two of the company's most dependable high-growth, high-volume products.

**1958:** The Electric Autopulse Division was moved to a new facility in Cass City.

### Goes Into Plastics

**1961:** With the two-fold idea of getting (1) a strong foothold in plastics, a dynamic growth industry, and (2) making carburetor bodies out of plastics, Walbro acquired Arjay Manufacturing Company, Vassar, Michigan, in '61.

At that time, plastics technology was not equal to the task. Instead, Arjay developed into a highly dependable producer of injection molded plastic parts for the automotive and appliance industries with sales increasing steadily from year to year.

In the face of this consistent sales growth, Walbro bought a much larger, modern facility for Arjay in Bad Axe, Michigan, in 1973. It also bought a number of new injection molding presses and

other equipment for the plant in order to expand Arjay's service and production capabilities and further increase its growth potential.

Interestingly enough, plastics technology has now advanced to the point where Walbro is again considering the possible use of injection molded carburetor bodies on a volume basis.

### Moves Into Diaphragm Carburetor Field

**1965:** Until then, Walbro had been producing float-feed carburetors for lawn mower, garden tractor, industrial, and outboard engines.

In '65, after purchasing the assets of Brown Carburetor Company, Walbro moved firmly into the diaphragm carburetor market. This type of carburetor is used in engines of chain saws, snowmobiles, brush cutters, ATV's (all terrain vehicles), and other applications.

### First Chain Saw Customers: Homelite and McCulloch

**1966-1971:** In 1966, Homelite, a Textron Division, — one of the world's major producers of chain saws — became Walbro's first diaphragm carburetor customer.

McCulloch, another chain saw giant, was not far behind.

And then one leading chain saw manufacturer after another became customers as Walbro achieved world-recognition for its innovative designing, manufacturing, marketing—and for the quality and speed of its service capabilities.

Today, the company is producing over 1,000,000 chain saw carburetors a year. It is one of the fastest-growing manufacturers in the world in this product field.

### Leader in Snowmobile Carburetor Production, Too

In the early '70's, Walbro was as successful with snowmobile manufacturers as with chain saw producers. Its research and development group had the advanced carburetion technology to help the snowmobile industry solve many highly technical problems.

This great acceleration in carburetor sales called for expanded plant facilities. In this period, Walbro enlarged its main plant; acquired an additional plant in Cass City. It also re-invested profits in new equipment for carburetor research, manufacturing, and quality control procedures.

### A Year of Dynamic Expansion Here and Overseas

**1972:** 1—Walbro purchased the assets of Conelec, Inc., Elmira, New York, added the Conelec Electronic Fuel Pump to its fuel pump line, and moved the operation to Cass City.

2—Walbro purchased the assets of Eden Industries, Minneapolis, Minnesota. These included a catalytic (cordless) engine heater and an electronic diagnostic testing instrument (Vibration Analyzer), for cars and trucks. Both have growth potential, and both are now being produced in Cass City.

3—The company bought a 42,000 sq. ft. plant in Caro, modernized it, and moved all float-feed type carburetor manufacturing operations from Cass City.

4—As committed to growth through service in the international market as it is in domestic markets, Walbro opened a new sales and service center in Hamburg, West Germany. Through an affiliate, Germa Armaturen, it also began to produce Walbro Chain Saw Carburetors in Europe.

5—In mid-'72, Walbro established its first overseas subsidiary: Keihin-Walbro Corporation, Kawasaki City, Japan. This subsidiary is a joint venture with Keihin Seiki Manufacturing Co., Ltd., a leading producer of carburetors for motorcycles and automobiles.

6—On September 14, 1972, Walbro Corporation went public. Today, it has more than 1300 stockholders spread across the nation.

### New Subsidiary in Europe

**1973:** With European carburetor sales steadily increasing, Walbro organized a second new subsidiary (wholly owned), Walbro GmbH, Hamburg, West Germany. At the same time, the company expanded its Hamburg sales and service center, increased staff,

and stepped up the range of Walbro GmbH service capabilities.

In Japan, Keihin-Walbro Corporation built a new, well-equipped plant in Kakuda City, Miyagi Prefecture, 200 miles north of Tokyo. One of its first major customers was Echo Chain Saw Division, Kioritz Corp.

On the home front, Walbro activated a new division: the Automotive Products Division.

In recent years, company sales of automotive products have grown rapidly. With Autopulse, Dupree, and Conelec Electric Fuel Pumps, Walbro now has what is, unquestionably, the broadest and most complete line of electric fuel pumps in this country. Further, Walbro began to market its 1972-acquired engine heater and Vibration Analyzer—both of which are expected to add to the company's future growth in sales and earnings.

Moreover, in 1973, the Carburetor Division developed a new and a unique float-type carburetor for snowmobile engines...designed to help the industry meet new regulations on intake and exhaust silencing, pollution, safety, and more efficient engine performance.

### Sales Up From \$150,000 in 1954 To Over \$15,000,000 in 1974

**1974:** In its first year in Cass City (1954), Walbro carburetor sales totalled \$150,000.

In 1974, the company's total sales—carburetors, automotive products, injection molded plastic parts—advanced to over \$15,000,000. Up 16 per cent from 1973...which was up 23 per cent from 1972...which was up 39 per cent from 1971... which was up 38 per cent from 1970...and so on back over the years.

In its first year in Cass City, Walbro had 70 employees. Today, it has more than 500.

### Acquires Auburn Diecast Corp.

**1975:** In its most recent growth and expansion move, Walbro acquired Auburn Diecast Corporation, Auburn, Michigan, on January 6, 1975. A

wholly owned subsidiary of Walbro, Auburn Diecast manufactures aluminum and magnesium die castings for the chain saw, sporting goods, automotive industries, etc. The acquisition broadens the scope of Walbro service capabilities to manufacturers of chain saws and other small engine equipment as well as expanding its service to other industries. It should increase company sales substantially in '75 and the years ahead.

### Growth Through Service ... Teamwork ... Community Cooperation

As Mr. Walpole says, "The 25 year history of Walbro is a history of growth not only in U.S. and North American markets, but also in world markets... Europe and Asia particularly.

"It is a history of growth through service.

"Growth through teamwork: the loyal teamwork of a great many men and women who have worked hard and long and who often, especially in our earlier years, sacrificed much to make Walbro what it is today.

"Growth through cooperation: the whole-hearted cooperation of the company's friends and neighbors in Cass City, Caro, Bad Axe, the Thumb area, and Auburn, Michigan; of its employees, stockholders, customers and suppliers."



**WALBRO CORPORATION**

Cass City...Caro...Bad Axe...Auburn, Michigan

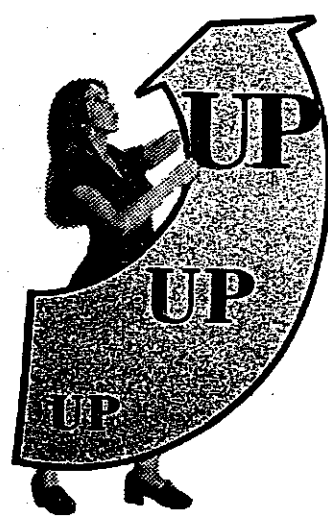
Walbro GmbH, West Germany Keihin-Walbro Corp., Japan



# WE ARE 69 YEARS YOUNG

**KEEPING UP WITH THE NEEDS OF GROWING CASS CITY KEEPS US THAT WAY!**

**WANT PROOF?**



**CIRCULATION — UP 197**

In A 3-Month Period Ending March 31, Despite An Unavoidable Increase In Subscription Costs.

**ADVERTISING — UP**

Any Way You Measure It. More Dollars Spent, More Inches Used For The 10th Consecutive Year.

**COMMERCIAL PRINTING — UP**

Up Because We Have The Equipment And The People To Do The Job.

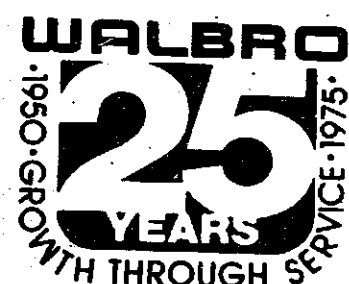
**THE JOB:** Create a sales message. Print it on 2 sides on enamel paper, 23" x 29", in 4 colors and fold to 2 3/4" x 7 1/2" for mailing.

**NO PROBLEM FOR THE CHRONICLE'S COMMERCIAL PRINTING DEPARTMENT**

We do it at attractive rates. We do it right here in Cass City on our own equipment. No other printers in Saginaw, Bay City or the Upper Thumb have the equipment or the know-how to do the job. We're proud of our work and our customers must like it too. More of them keep coming every day.

PHONE 872-2010

**CASS CITY CHRONICLE**



CONGRATULATIONS WALBRO ON YOUR 25th BIRTHDAY AND OPEN HOUSE

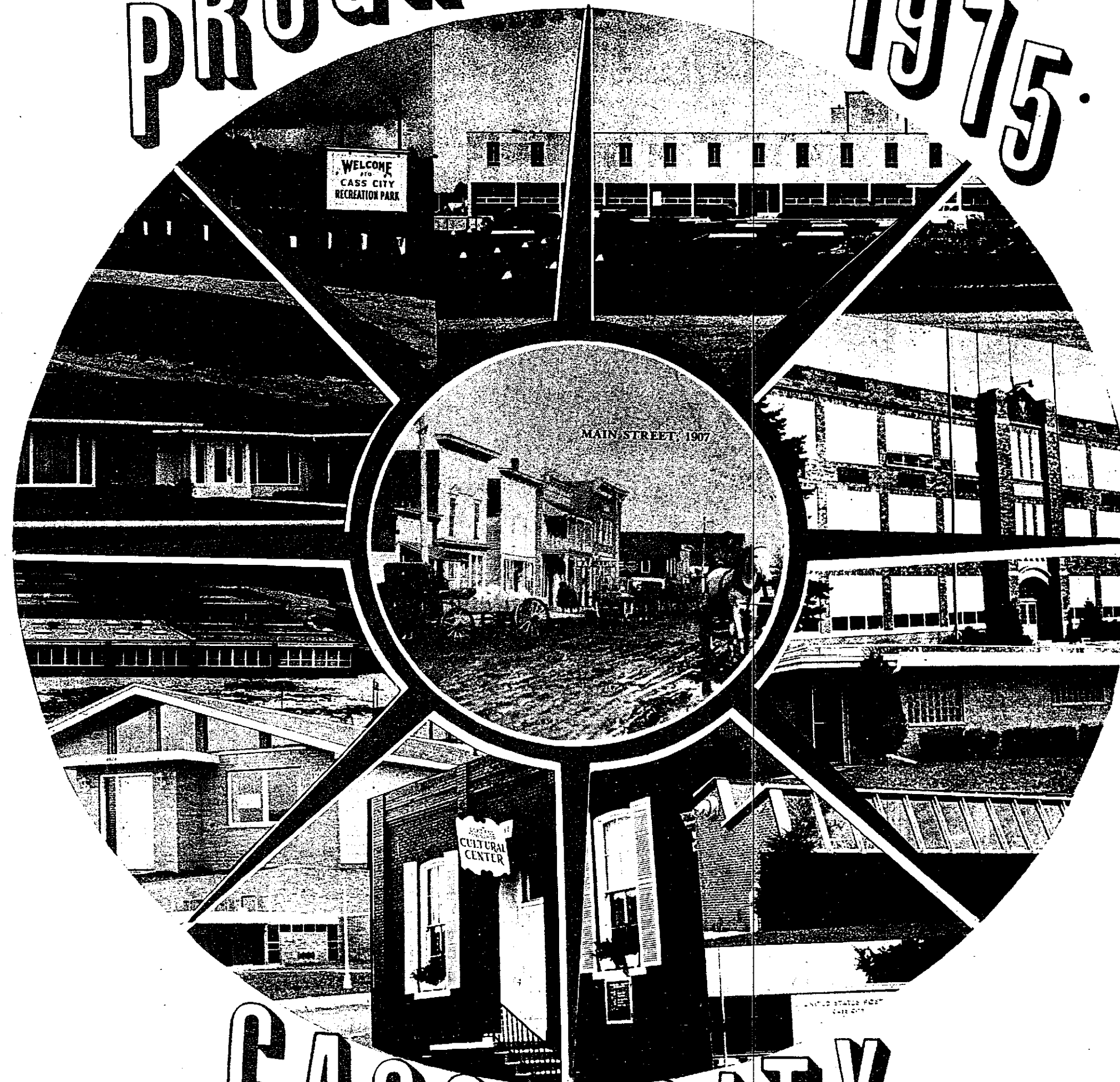
# CASS CITY CHRONICLE

SUPPLEMENT SECTION II

CASS CITY, MICHIGAN—THURSDAY, MAY 22, 1975

# PROGRESS

# 1975



# CASS CITY

# Croft-Clara Lumber grows to meet building needs

Fifteen years ago Croft-Clara was born, rising from the ashes of Brinker Lumber Co. which served the community prior to that time.

And nearly every year since it started under the direction of Clifford Croft, the company has grown to serve the needs of the growing Thumb area.

Croft-Clara started with an office and one building at its site just west of the village limits in Cass City and has continuously added to or remodeled the buildings.

There have been four additions to the original structure used to warehouse lumber. There has been an addition to the office that resulted in more office and sales space for the increasing store traffic.

Last year a major improvement was the blacktopping of the customer parking area.

And the work continues. Right now an addition to the north of the present sales office is contemplated so that more sales display space can be utilized for the convenience of customers.

The company offers a complete range of lumber and building supplies including self-assembly, ready-cut homes and materials for pole buildings. We don't erect them, says Croft, but we do work with local builders and arrange for work to be completed by them if the customer wants it.

To sell right the company works hard to buy right. Croft-Clara is a member of three buying groups that give it the advantage of group purchasing.

Croft-Clara is a member of the Michigan Retail Lumbermen's Association and Croft is the organization's current president.

The company ranks as one of the top retail employers in Cass City with 15 persons on the payroll.

Among them are three who have a total of 68 years in the business. They are: Orville Mallory, 28 years; Elwyn Helwig, 22 years; and Bill Repshinska, 18 years.



CLIFF CROFT

# Beagio's adds new front, product line after one year

Beagio's Pizza House in Cass City started just one year ago and already Mrs. Janice Herron has added a new front and expanded the product line.

We like Cass City, says Mrs. Herron a veteran in the pizza business in Sandusky and Marlette. We turned down an offer to sell our business recently, she confided,

although we did sell the Marlette and Sandusky stores.

The recent addition to the products is the Flavor-Krisp chicken available in a snack-pack, or 10, 18, or 22-piece assortments. We use fresh, not frozen, chicken, says Mrs. Herron.

Chicken is an addition to the line but the basic product is still pizzas. The reason that the pizzas have proved so popular here, Mrs. Herron believes, is that Beagio's makes its own dough and its own special sauce.

Cheese is purchased in ton lots and the store then grinds it as needed to fit the store's exact requirements.

Much of the meat and the produce is home grown whenever possible and gives added flavor to the many varieties offered at the store.

Beagio's hires 8 persons. Besides pizza and chicken the store features pizzaburgers and hamburgers.

Beagio's urges advance orders for pizzas and much of its business is carry-out to local residents for snacks or meals.



Managing Beagio's are Venetta Montel and Wendy Moore.

# Bad back starts Rolling Hills

Because Mrs. Grant Hutchinson had a bad back several years ago Cass City Rolling Hills was born.

Well, perhaps not just because of the ailment, but certainly Mrs. Hutchinson's health was one of the major reasons that the Hutchinsons built the golf course at the north village limits.

Other reasons, says Grant, were the low farm produce prices in the late 60's and requests from area residents for a course at Cass City.

It's a source of satisfaction to the Hutchinsons that many folks tell them that without the course here they would never have become golfers.

The 2,934-yard course was opened in the fall of 1968 and Grant Hutchinson did most of the construction himself. It was truly a family project—Mrs. Hutchinson picked up stones.

Building the course was not without its

pitfalls. One of the hardest was building the greens. Just when it was needed most for the water pumps, electricity was not available because of a Detroit Edison strike and made it doubly hard to get the greens in good shape.

Since it was built, work has continued on the course including the planting of trees and four years ago the installation of a fairway watering system.

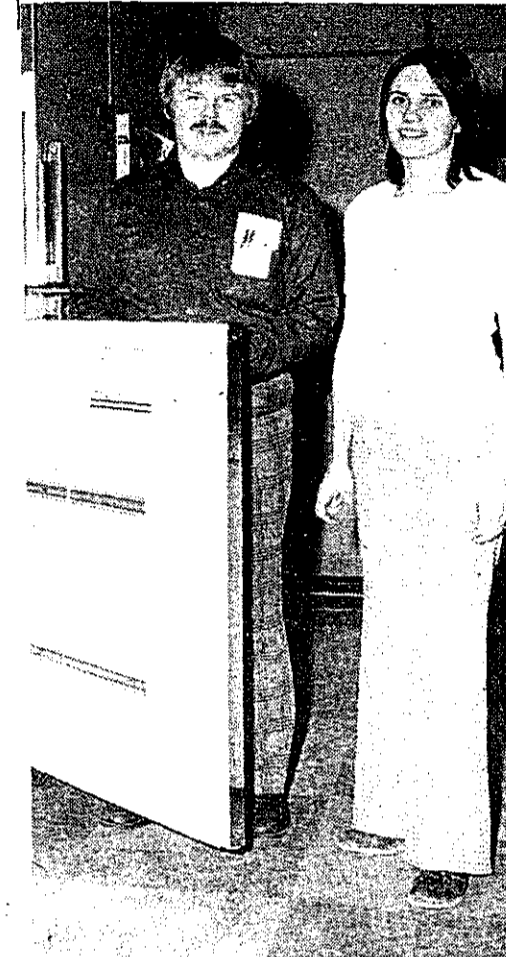
What started as a family affair is still a family affair. Grant's dad, Frank, now 84, runs the mower on the fairway and his wife runs the restaurant-clubhouse.

It's open 16 hours a day seven days a week in season.

Before we built this course the idea was that it would make it easy for me to follow doctor's orders and play, Mrs. Hutchinson explained.

You know, she concluded, now that we have it I'm too busy to play at all.

# Thumb Appliance continues under owner Roland Bedell



MR. AND MRS. ROLAND BEDELL

A long tradition of quality products and service continues at Thumb Appliance Center under new owner Roland Bedell of Akron. Bedell recently completed purchasing the store from Sam Anderson of Caro, who bought the store in 1973 from the old Thumb Appliance Center, Inc.

The store's beginnings go back to 1918, and through the years, Thumb Appliance has been a pioneer in area appliance sales. They brought Cass City the first dual temperature refrigerator, the first oil space heater, the first car radio, the first television picture in this area, the first color television in the area, the first automatic washer; and the list goes on and on.

Major brands to be offered include Maytag washers and dryers, Kitchen Aid dishwashers, the complete Hotpoint line, Gibson refrigerators and freezers, Hoover major appliances, Motorola quasar TV, and Hitachi stereo, along with a complete list of parts and service.

The new owner plans to remodel and upgrade the store's interior. Bedell also plans a heavy emphasis on service which he maintains is the most important part of any business.

Bedell is no stranger to the store. He worked there for Anderson the last two years, commuting from his native Akron. "Selling intrigues me," Bedell says. "That's why I decided to buy the store. Also, Cass City has a great potential and is one of the fastest growing communities in the Thumb."

Thumb Appliance Center employs three full-time and two part-time workers.

Bedell's wife, Janet, is a teacher in the Cass City School District.

# Service is our store's policy--Schneeberger Furniture

As long as we are in the store, says Clarence "Bud" Schneeberger, our policy of servicing what we sell will continue. That goes for everything we sell. We have people to handle carpets, appliances, furniture and television.

It's not surprising that the Schneebergers would be such sticklers for after sale service. It's what we built our business with, they say simply.

It's a success story that few can equal. It started in 1961 when Clarence Schneeberger started a TV repair shop in back of a fruit market run by brother, Russ.

There was exactly 135 square feet of floor space then. But from that simple beginning the size of the store, the amount of merchandise carried and the service crew to back it up steadily skyrocketed.

It was less than two years later that Russ closed the fruit market for good and the space was used for sales. Later that same year a small addition was added to the building. The 1320 square foot building was enlarged to 2,880 square feet in 1963 when the second addition was finished on the building that is on the corner of Maple

and Main.

A giant step forward came in 1967 when the company purchased a garage building on East Main. They occupied the front half of the spacious new quarters until 1969 when the entire 11,066 foot building was utilized.

Later that same year an upstairs was built. Two years later the now familiar colonial type front was completed.

Still cramped for space as stocks on hand grew and grew, the two partners purchased a warehouse fronting on an alley just off Main Street and started its policy of warehouse discount selling. The warehouse added another 5,615 feet to the company's available space.

The most recent addition came in 1973 when a second warehouse with 600 square feet was added.

The Schneebergers say that having space to carry a complete stock is important but equally important are the people who work there.

The company hires 13 and among them are persons factory trained in the repair of television, appliances and furniture.



Clarence "Bud" and Russ Schneeberger

# KEEPING PACE WITH CASS CITY



GROWING — With Service

Shoppers know they will be treated with friendly courteous service at Kritzmans'. We take that extra step to please and Thumb shoppers know it.

GROWING — With Quality

Kritzmans' customers keep coming back because they have confidence in the quality. They know Kritzmans' stands behind what it sells.

GROWING — With Budget Prices

With a New York Buying Office, Kritzmans' buys RIGHT and sells RIGHT. Low prices for top quality is a tradition that built the business. Its a policy that will never change.

CONGRATULATIONS TO WALBRO ON ITS 25th BIRTHDAY

# KRITZMANS', INC.

CASS CITY

SANDUSKY

BAD AXE

CHILDREN'S GIFT HEADQUARTERS OF THE THUMB

- NAME BRANDS
- CARTERS
  - DONMOOR
  - NANNETTE
  - BUSTER BROWN
  - POLLY FLINDERS
  - HEALTH-TEX
  - CINDERELLA
  - MANY OTHERS
- LASTING QUALITY AT BUDGET PRICES

NOW FEATURING - SPECIAL GROUP Young Miss Looks For The 7-14 Girl **25% OFF**

THE PIED PIPER

Erla Shopping Center  
6261 Church Cass City  
CONGRATULATIONS WALBRO ON YOUR 25th

# CLOCK SALE

## 20% OFF

- ALL CLOCKS IN THE STORE!
- Grandfather Clocks
  - Westminster Chimes
  - Cuckoo Clocks From Germany's Black Forest
  - Pendulum Wall Clocks
  - Schoolhouse Clocks
  - Kitchen and Decorative Clocks of all Kinds
  - Clocks with Wall Sconces
  - Bulova Accutron Clocks
  - Many, Many Others
- We Feature Every Type Weather Instrument

McCONKEY Jewelry and Gift Shop  
Cass City  
Congratulations Walbro on Your 25th Birthday

# 75 YEARS

YES, 75 YEARS - - - That's How Long Your Wickes Elevator Has Been Serving Cass City Area Farmers.

.....

We're Proud That We Were Able To Keep Our Facilities Modern And Efficient And Warrant Your Continued Patronage.

.....

We're ready to serve.  
Come in and tell us what you need.



*We deal with a new kind of grower!*

6267 Vulcan

872-2171

# IGA FOODLINER

## GROWING WITH CASS CITY



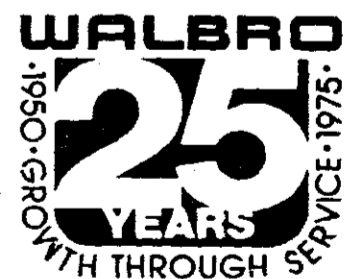
## YOUR LOCALLY OWNED IGA SUPER MARKET

WE HAVE EXPANDED THROUGH THE CONTINUOUS GOOD WILL AND PATRONAGE OF AREA FOLKS.

WE WILL STRIVE TO MERIT YOUR SUPPORT

DURING THE YEARS AHEAD.

CONGRATULATIONS & BEST WISHES TO WALBRO



# IGA FOODLINER

6121 E. CASS CITY RD.

PHONE 872-2645

### Weaver sees future bright in Cass City, Thumb

When Mike Weaver purchased the former Mac & Scotty Drug Store in Cass City he did so because he felt that Cass City had a bright future, one that a young businessman could build for the future in. Since that day, March 1, 1968, nothing has happened to change his mind. He has backed his confidence in the community and his business with a steady stream of expansions in both building and stock. It didn't take Weaver long to start improving. In the summer of 1968 he added new fixtures to the store.



MIKE WEAVER

The first major expansion came the next year. In February of 1969 he expanded into the former post office building and added a new store front that gave him over double the amount of floor space, from 1,400 square feet to 3,000 square feet. Now nearing completion is another addition that will give the store an additional 1,800 square feet and a total of 4,800 square feet. More important than the extra space, Weaver feels, is the staff that works at the store. We've expanded from three to eight persons, he says, and as far as I'm

concerned there isn't a better group of people anywhere. What the expanded store has enabled us to do, he continued is expand our lines. We have toys, games, stuffed animals and similar gift items that we never could offer before, he explained. We also have a greatly expanded Hallmark card section and decorator candle selection. While working hard to grow in business, Weaver has also worked hard for the village. He is a member of the Cass City Development Corp. board of directors, president-elect of Rotary and an active member of the Cass City Chamber of Commerce.

### A growing clientele at Wright's

The era of the craftsman lives on at Wright's Shoe Repair shop on Main Street in Cass City. Owners Mr. and Mrs. Carl Wright operate one of the few remaining shoe repair shops in the Thumb area, and business has continued to grow since they began in July of 1964. Their first location was in the Hahn building. Wright had purchased the business from the late Floyd Ottaway, who operated it in another location. Four years later, the Wrights moved their shoe repair business into the former Franks Music Store building, where they've continued to operate ever since. In the beginning, they acquired equipment from purchasing stock of three other repair shops that had discontinued business. Their present location doubled available floor space and made it possible

to handle a large line of quality, durable shoes, repairs and findings, such as polish and sprays that keep shoes lasting longer. Wright is no stranger to work. He holds down a full-time job at General Cable Corporation as well as operating his own business. Yet those long hours have paid off, and have helped build a large, growing clientele. According to Mrs. Wright, the store draws customers from throughout the entire Thumb and even as far away as Detroit's northern suburbs. "It's been a good experience for us," she says. "There's been a lot of work to it, but we've enjoyed it." Wright's Shoe Store can repair nearly every kind of shoe, from restitching seams to resoling. They also handle work and casual shoes to fit nearly every foot.

### Area's potential brought Cole Carbide in 1964

A company that expanded to Cass City because it saw potential for growth is Cole Carbide, located three and one-half miles east of Cass City on M-81. The company was founded in 1936 by Oran Cole, in Warren, specializing in carbide cutting tools used in the automotive and aircraft industries. Demand for Cole's tools grew over the years, and in 1964, the company opened a branch plant in a building at the corner of Main and Sherman Streets. According to Scott Kelley, plant manager, demand soon outstripped the small plant's capacity, and in 1970, the firm moved into a new 8,500 square-foot building east of Cass City. Starting with just a handful of employees, today Cole Carbide employs 18 persons and, Kelley said, plans call for more hirings in the future.

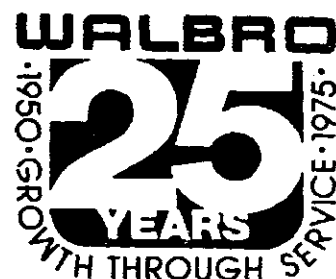


SCOTT KELLEY

Why the move to Cass City? "The company was moving north," Kelley said, "and we needed a town centrally located in the Thumb that had a railroad and good connecting highways. Cass City was it." He said the potential for employees was also a determining factor in the move to Cass City. The emphasis at Cole Carbide is not on production but on craftsmanship, Kelley said. Employees work in a large, well-lighted, clean area that helps promote the idea of care and craftsmanship in each tool produced. Cole Carbide provides cutting tools for all major auto producers and aircraft manufacturers in the United States. Kelley is a 12-year veteran of Cole Carbide. He and his wife reside in Cass City.

81 Years of friendly, personalized service. There's no magic secret to progress -- Just a lot of faith and hard work.

Congratulations



- ISAAC B. AUTEN bought the bank in 1894
- MEREDITH B. AUTEN started work in the bank in 1913
- FREDERICK B. AUTEN started work in the bank in 1949

## The Cass City State Bank

MEMBER FEDERAL RESERVE SYSTEM

# HELPING CASS CITY GROW ---

- LOANS TO BUILDERS, CONTRACTORS AND TO RESIDENTS FOR HOMES, HOME IMPROVEMENTS.
- TOP INTEREST FOR AREA DEPOSITORS.

## MUTUAL SAVINGS

with Mutual Savings High Interest Certificates

# 7 1/2 % per year

Now is the best time ever to switch your money into savings certificates at Mutual Savings. Why? Because interest rates on insured-safe certificates have been raised to a new all-time high. There are four certificates to choose from. One-year certificates pay 6 1/2% yearly interest compounded quarterly on a \$1,000 minimum balance, for an annual yield of 6.66%. You can earn 6 3/4% annual interest on a 2 1/2-year, \$1,000 certificate that's compounded quarterly, for a 6.92% annual yield. Would you like to put your money away a little longer and earn a lot more? Our 4-year, \$1,000 certificate pays 7 1/4%, compounded quarterly to yield 7.45% per year. For the top interest which savings associations are allowed to pay, invest in a 4-year, \$5,000 certificate. With quarterly compounding, the 7 1/2% annual interest yields 7.71% yearly. Mutual wants to help you attain your savings goals. And now we have new ways to make your tomorrows happen.



4 year Certificate Compounded Quarterly yields 7.71% per year \$5,000 minimum

Federal Regulations require a substantial interest penalty for early withdrawals on certificate accounts

Our Congratulations to Walbro

## MUTUAL SAVINGS

6459 Main St. Cass City, Mich. Phone 872-2105

OPEN 9:00 A.M. - 3:00 P.M. MON.-THURS. 9:00 A.M. - 5:00 P.M. FRI. - 9:00 A.M. - NOON SAT.



### CHOOSE YOUR SAVINGS PLAN

7 1/4 % PER YEAR  
4-Year Certificate Compounded Quarterly Yields 7.45% Per Year \$1,000 Minimum

6 3/4 % PER YEAR  
2 1/2-Year Certificate Compounded Quarterly Yields 6.92% Per Year \$1,000 Minimum

6 1/2 % PER YEAR  
1-Year Certificate Compounded Quarterly Yields 6.66% Per Year \$1,000 Minimum

5 1/4 % PER YEAR  
Passbook Savings Compounded Daily Paid Quarterly Yields 5.35% Per Year

# WRIGHT'S

6414 MAIN

Shoe Repair

save time...save money  
REPAIRS MADE RIGHT

Don't get down at the heel or weary of sole! Come here first!



Call Us, ...for Prompt Repairs

WE ALSO SELL NEW SHOES AND WORK BOOTS - COME IN...

## WRIGHT'S SHOE REPAIR

6414 Main . . . . . Phone 872-2595

CONGRATULATIONS... WALBRO

## Service keys growth for Clare's Sunoco, says owner

Clare's Sunoco, located at 6397 Main St., provides a quality line of products and service to keep your car on the road for lots of trouble-free miles.

Clare Mellendorf has been sole proprietor since 1965 and worked nearly six years at the station prior to that, over two years as a partner. He purchased the business from Howard "Baldy" Ellis.

Mellendorf was born near Elkton and grew up mid-way between Elkton and Owendale, graduating from Owendale High School. Following a three-year hitch in the ser-

vice, Mellendorf came to Cass City to work at the station.

In 1967, the station was completely rebuilt, nearly doubling available space inside.

Today, Clare's Sunoco carries a wide assortment of parts for most cars and can handle most common automotive repair jobs.

They also handle brakes, exhaust system repairs, tires, batteries and welding.

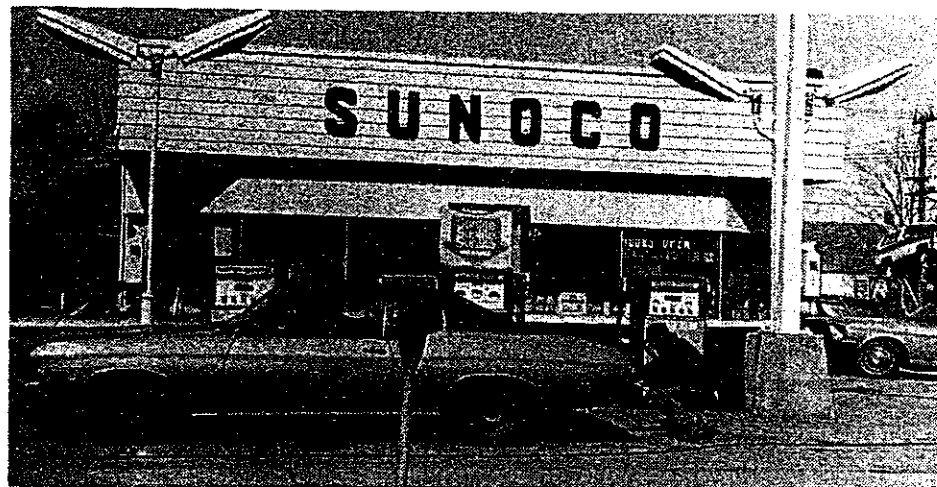
One of the keys to success has been consistently good service and quality products. Over the years, Mellendorf has built a reputation of

friendly service that has built a strong, loyal clientele.

Mellendorf says in his years of servicing cars and trucks, he's noticed oil changes and chassis lubrications aren't requested as much, partly because newer cars require less time on the service rack.

"But people themselves stay pretty much the same," he said.

Mellendorf employs one full-time and two part-time employees, part of the reason Clare's Sunoco is a popular spot for motorists in the Cass City area.



Clare's Sunoco, corner of Main and Maple.

## WILDWOOD FARMS RESTAURANT & LOUNGE



We'll do the work, and serve you a home-style dinner you'll boast about... and with our clean, pleasant surroundings, the whole family'll love it.

Children Under 12

1/2 Price

FRIDAY

SEAFOOD BUFFET \$4.25

Fish-Shrimp, Ass't'd Seafood, Chicken, Salad Bar



Let's

Eat, Drink and Be Merry...

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BUFFET \$5.50

Prime Round of Beef-Seafood - Chicken. Salad Bar

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Chicken, Swedish Meat Balls, Salad Bar

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SALAD BAR INCLUDED WITH DINNER

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FOR 31 YEARS -



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## EICHER'S CLEANERS & DYERS

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CONGRATULATIONS WALBRO

## JNR becomes one of area's largest egg processing plants

One of the area's newest industries that continues to grow each year is Eggs by JNR, located on Mushroom Road, 10 miles south of Cass City. In the last six months, the plant has doubled in size, according to manager Alden Asher.

The plant went into operation in 1971 strictly as an egg-packing facility. Since that time, however, Eggs by JNR has become a processor as well as a producer of eggs.

Backed by a flock of 30,000 chickens of its own, the plant handles eggs from 20 similar production houses.

"We've probably got the finest set-up in the entire state," Asher said.

In all, Eggs by JNR relies on nearly a half-million birds to keep its egg needs supplied. Its 18 employees pack about 3,000 cases of eggs each week, running two shifts.

Along with a completely automated production facility that practically snatches the egg from the hen the moment it's laid, eggs are sorted and boxed by machines that automatically separate eggs according to size.

Once boxed, the eggs are then stored in one of two giant cooling rooms where a constant temperature of 38 degrees is maintained.

"It's impossible to get a stale egg from this place," Asher said.

The facility was built by Norbert Kapala. The name JNR comes from the initials of his four daughters, whose first names begin with J, his first name, plus that of his wife, Rita.

Coupled with know-how, the most modern egg production machinery helps make JNR a strong competitor in the wholesale and retail egg market.

## Love of cycling leads Chuck Nemeth into bike business

Chuck Nemeth, owner of Thumb Cycle Sales, located at 6509 Main St., could have become a farmer or a butcher. In fact, he took a stab at both, but in the end, decided motorcycles were more to his liking.

Since opening his shop in 1969, Nemeth has added a total of five motorcycle lines including Fenton, Husqvarna, Triumph, Norton and Moto Guzzi. Since sales of 10-12 units that first year, the business has grown to annual sales of 100 units or better.

Thumb Cycle Sales features a complete line of parts and accessories to keep these top brand-name bikes on the road and performing at peak efficiency.

Service is also a key factor at Thumb Cycle Sales.

Nemeth says cycling tastes have

changed in his six years in the business. Customers want bikes more for transportation than for sport now, and are interested in accessories such as saddle bags, mirrors and additional lights.

In the Thumb area, Thumb Cycle Sales is still the biggest competition bike store, Nemeth says. Last year, 25 riders representing the store won trophies in statewide competition. That says a lot for both product and service, Nemeth says.

Nemeth himself thought about farming, then gravitated into butchering, where he worked three years. In the meantime, his love for cycling grew until he gave up the meat business and went to work for a cycle parts firm in Saginaw. It wasn't long before Nemeth had his own shop in the profession he loves.

## Kritzmans' one of Upper Thumb's principal retailers

In 15 years Kritzmans', a family owned chain, has become one of the principal retailers in the three-county Upper Thumb area with stores in Cass City, Bad Axe and Sandusky.

Bill Kritzman, manager of the Cass City store, points to the buying power that the three stores generate and the New York buying office that the company uses as principal reasons that shoppers have turned to Kritzmans'.

The buying office keeps us on top of the fashion market and keeps us posted about the availability of goods in the market.

Of course, working through these offices gives us a definite buying advantage over dealing with salesmen as they visit the area, says Kritzman.

Members of the chain visit New York five times a year to keep the merchandize flowing to their three stores.

When the Kritzmans entered the store business 15 years ago they were already experienced retailers. Head of the corporation is Marvin Kritzman who also runs the Sandusky store. His son, Lawayne, is in charge of the Bad Axe store.

To keep pace with the community and its growth Kritzman has added a 27x50-foot section to the rear of the store in 1965.

Several times the store has been updated

with the addition of fixtures and a new lighting system.

In the fall of 1973 the new modern front with Alpine motif seen in several local stores was completed.



BILL KRITZMAN

Bill Kritzman has been an active civic leader since coming to the community. He is a Rotarian. He served on the Cass City Chamber of Commerce and is a member of the Cass City Development Corporation board. He is the current CCDC president.

## Yen to own business helps establish M&M Block Company

A yen to run their own business was the major force that helped create M & M Block Co., 6141 Kelley Rd. Co-owners Bob MacKay and Rich Mallory, both lifelong area residents, bought the block plant and seven-acre site in 1969 from Tuckey Block Co.

Since purchasing the business six years ago, orders have jumped at least 50 per cent, MacKay says.

The block-manufacturing plant supplies construction of both homes and businesses in Tuscola, Huron and Sanilac counties. Besides producing concrete blocks, the company also produces bricks, fire places and anything to do with masonry.

M & M Block has had a hand in the growth of Cass City as well as surrounding communities. One of its first major supply jobs was for the new Cole Carbide facility

east of Cass City. Another large order for material came from Draves Distributing of Bad Axe.

Still, the major emphasis is on residential construction. Despite the fact that the area building boom has softened in recent months, both remain confident that construction will pick up in the near future. Operations are still geared with future growth in mind.

Besides MacKay and Mallory, the firm employs two full-time and two part-time persons. They take advantage of the co-op student employment plan through Cass City High School which not only provides willing workers but also gives students an opportunity to learn on the job.

A willingness to participate in the program is testimony of their faith in the future of the area.

# ALBEE True Value HARDWARE

### PROGRESS WITH THE COMMUNITY

### FOR OVER 25 YEARS



The present staff at Albee True Value Hardware. From left: Lynn Albee, Dick Albee, Dave Luana, Marilyn Alexander, Scott Hendrick, Gladys Albee and Gib Albee.

- HOUSEWARE & GIFT DEPT.
- SPORTING GOODS DEPT.
- TOYS & BIKES
- LAWN & GARDEN DEPT.
- HARDWARE DEPT.
- PLUMBING SUPPLIES
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- WALLPAPER
- CARPET — INLAID
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CONGRATULATIONS WALBRO

## YAMAHA & CAN-AM

AT

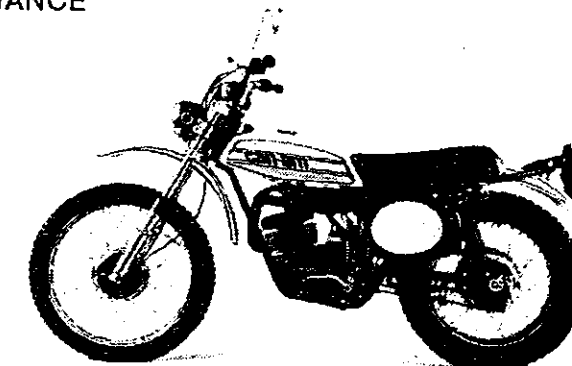
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FOR THE PERFORMANCE PERSON

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While your Clothes Wash and Dry...

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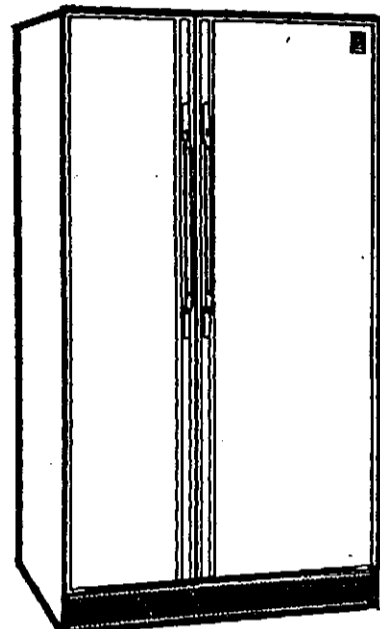
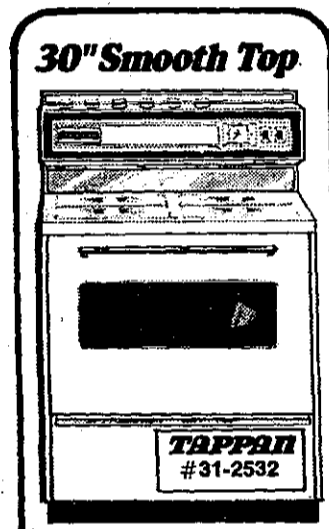
Best of Luck

WALBRO

872-9130

# HOME OF THESE QUALITY APPLIANCES, TV'S AND STEREOS FOR THE THUMB AREA

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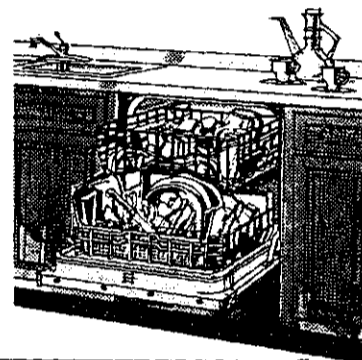


**Gibson**



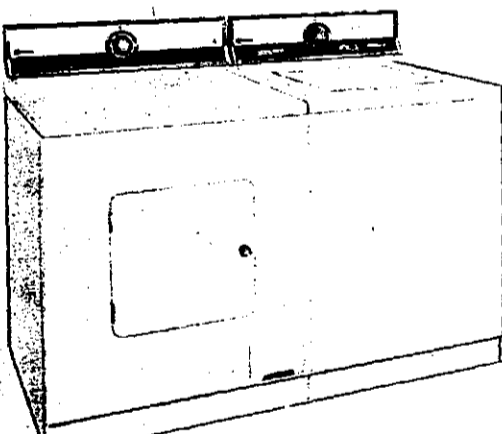
A Full Line Family of Quality Appliances

**Hotpoint**

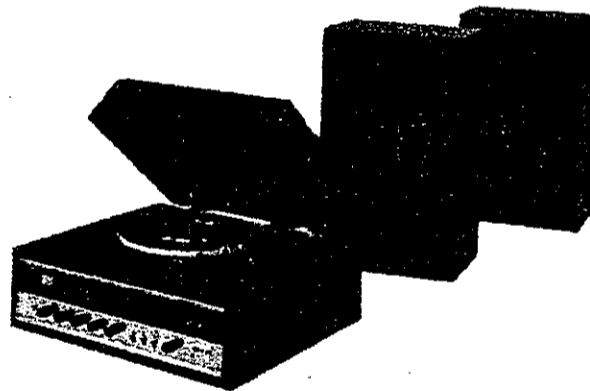


**KitchenAid**

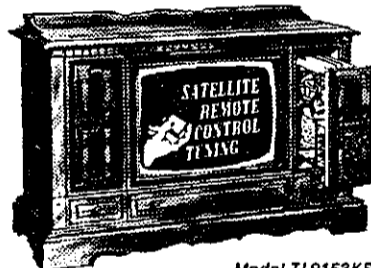
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Model TL9153KS Early American style Credenza

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WORKS IN A DRAWER  
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**"WE SERVICE WHAT WE SELL"**

**FINANCING AVAILABLE - FREE DELIVERY AND FREE NORMAL INSTALLATION**

## THUMB APPLIANCE INC.

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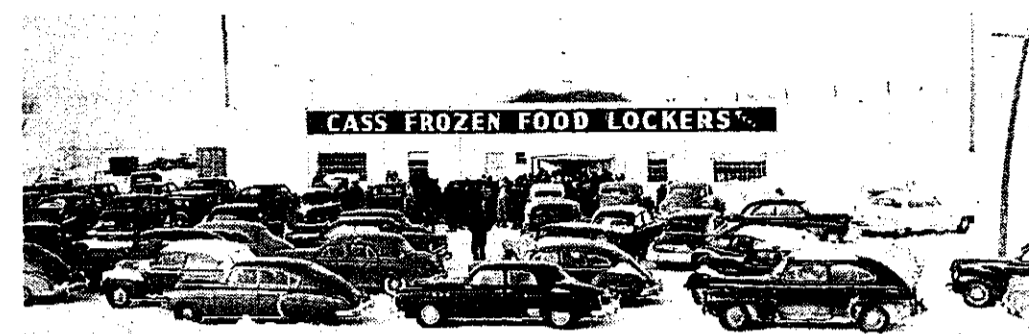
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CASS CITY

# ERLA'S FOOD CENTER, INC.

PHONE 872-2191

CASS CITY



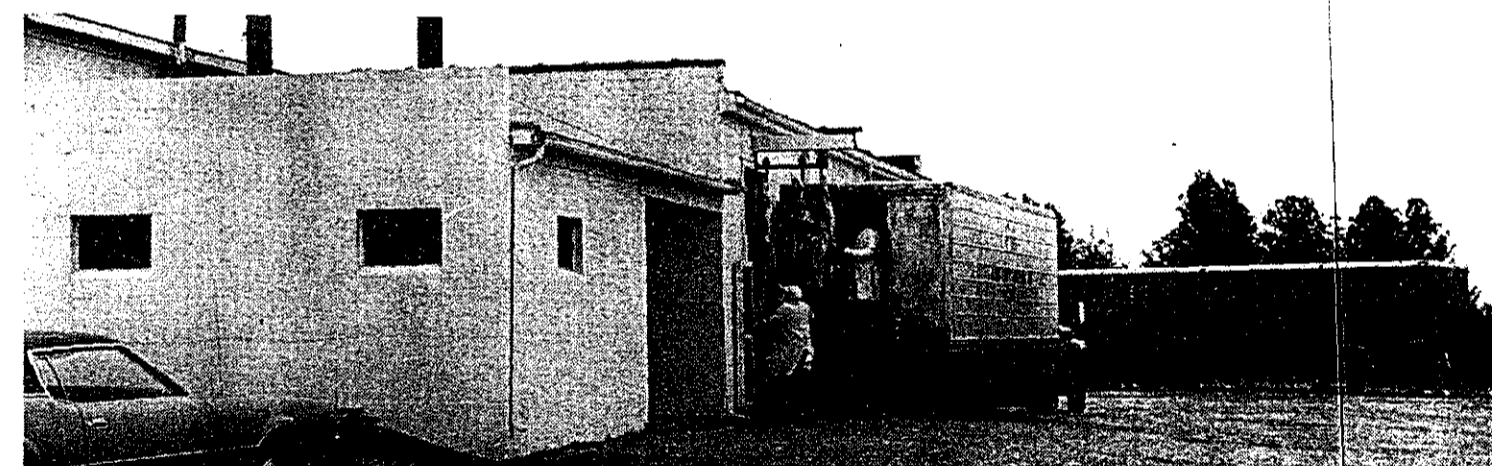
FOLLOW THE CROWD FOR QUALITY VALUES

FROM THIS ---  
**1953**



THE NEW MODERN ERLA'S SUPER MARKET

TO



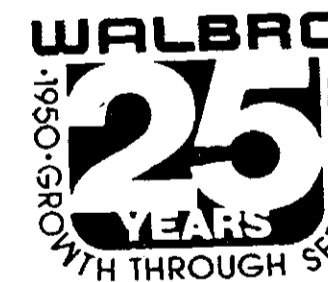
ERLA'S MODERN STATE INSPECTED SLAUGHTER HOUSE

THIS ---  
**1975**

## AND STILL GROWING ---

- 35 EMPLOYEES • FAMILY OPERATED
- WHOLESALE MEAT PRICES • SUPER SPECIALS
- EVERYDAY LOW BUDGET CUTTING PRICES

*Congratulations*



on your 25th Anniversary

**YOU MADE IT POSSIBLE! — THANKS FOR MAKING ERLA'S YOUR SHOPPING HEADQUARTERS.**

# General Cable makes commitment to Cass City

In 1960, General Cable Corporation made a major commitment to the future of Cass City when it agreed to locate one of its plants in the village. Through the efforts of the Cass City Development Corporation, the plant covering about 110,000 sq. ft., was constructed that same year.

Since then, the operation has expanded to over 130,000 sq. ft.

The Firm was organized in 1927, when 10 independent wire companies consolidated together, providing the nucleus of General Cable. Today this group of plants has expanded to form the largest and most broadly diversified wire and cable company in the United States.

The Cass City plant has five basic operations: wire drawing of copper and copper alloys for cable conductors; manufacture and extrusion of plastic compounds for insulating wire; cabling of insulated wires into telephone cables;

manufacture of retractile and line telephone cords, and connector cables for switchboards; and a finished stock warehousing for prompt servicing of customer's orders.

Major customers include: General Telephone and Electronics, Automatic Electric, ITT, Western Electric and several independent telephone systems.

General Cable Corporation is Cass City's largest employer, with 455 enrolled employees. It is estimated that 90 per cent of these employees live within 15 miles of the plant.

Domestically, General Cable is made up of 29 manufacturing facilities, 35 sales offices, and 12 distribution centers; with associated foreign companies in 10 countries.

The Executive Offices of the Corporation are located in Greenwich, Connecticut.



GENERAL CABLE CORPORATION

# Albee Hardware grows to serve Cass City community

Albee True Value Hardware has grown along with Cass City these past 25 years and continues to provide nearly everything for the home and yard.

Mr. and Mrs. Gilbert Albee opened their store Oct. 1, 1949, purchasing the former Seeley Hardware which comprised about 2,000 square feet.

As Cass City grew, so did Albee True Value Hardware. In 1968, the store was expanded to include the full length of the original building, and in 1972, the store area doubled with expansion into the former Old Home Restaurant, commonly known as the Kerbyson building.

This latter expansion gave the store a total of 5,000 square feet.

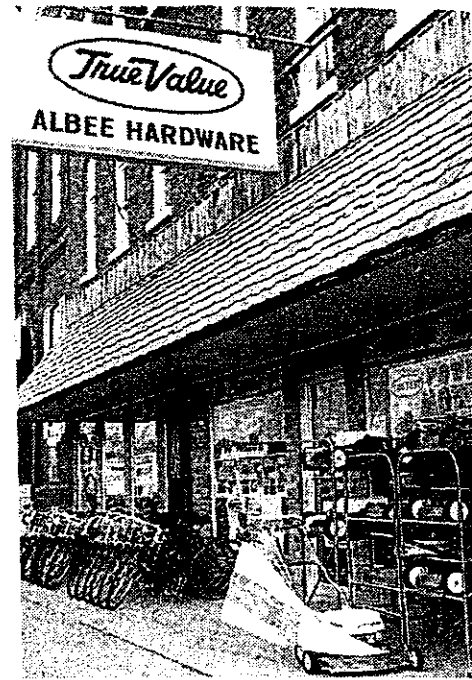
None of that area is wasted. According to Lynn Albee, years of growth have also brought a greater diversity of merchandise, turning the hardware store into a home center. "We try to provide everything for the homeowner at a competitive price," Albee says.

Along with a complete line of hardware items, a home decorating center, featuring carpets, wallpaper and a rainbow of paints, gives the do-it-yourselfer a wide choice when it comes to redecorating.

In the garden center, a wide variety of lawn mowers, garden tools, seeds and fertilizers lets green thumbs do their thing. Add to that a kitchen center, toys, bicycles and the service that goes with it, and you have a complete home center.

Albee says the number of items offered has quadrupled in the last 25 years. Also, customers are more price and value conscious. That's where the True Value affiliation comes in.

True Value is a buying group of over 4,000 independent businessmen that enables Albee Hardware to give greater values in merchandise, prices and service. The store employs seven persons.



Albee Hardware marked 25 years in business last fall.

# IT'S TIME TO . . . PLAY... OUTDOORS!

Are You Enjoying the Great Outdoors...



Play Your Next 9 Holes of Golf at Rolling Hills Golf Course

- Lunch Room • Rent A Cart

## ROLLING HILLS GOLF COURSE

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— CONGRATULATIONS WALBRO —

# The Clothes Closet

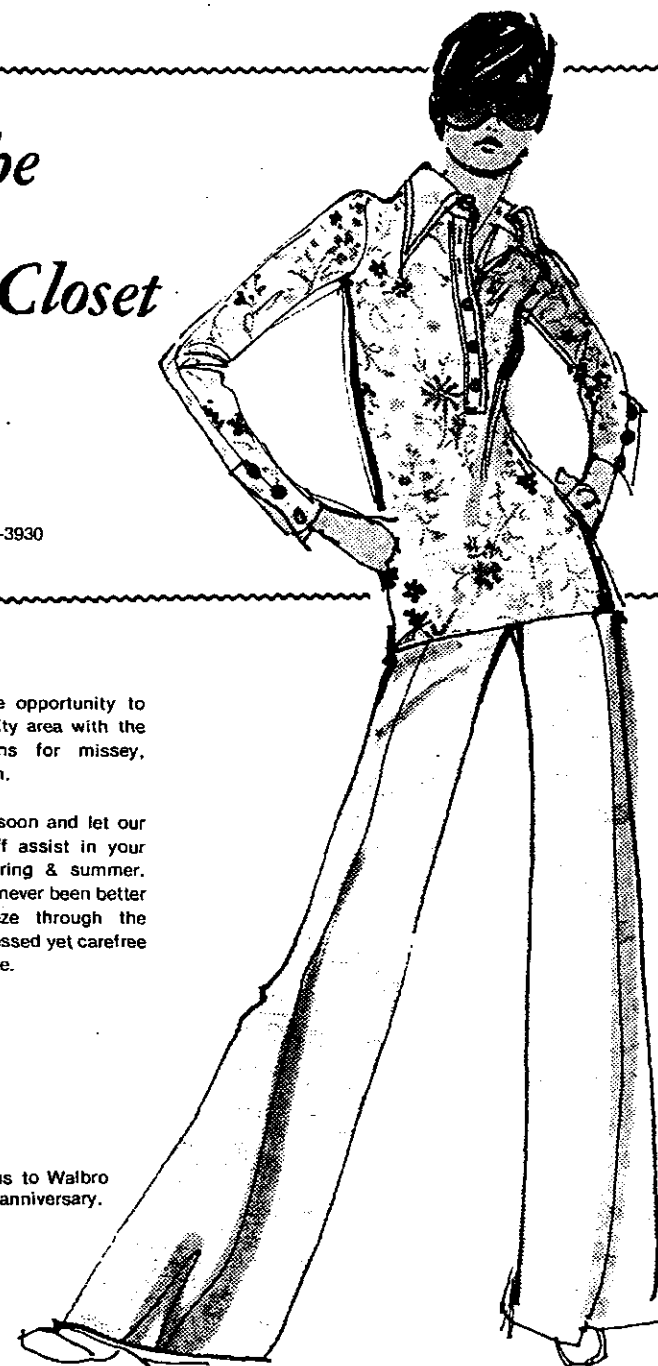
cass city

phone 872-3930

We welcome the opportunity to serve the Cass City area with the latest in fashions for missey, juniors & pre-teen.

Plan to stop in soon and let our helpful sales staff assist in your selections for spring & summer. Our selection has never been better to let you breeze through the season as well dressed yet carefree as you want to be.

Congratulations to Walbro on their 25th anniversary.

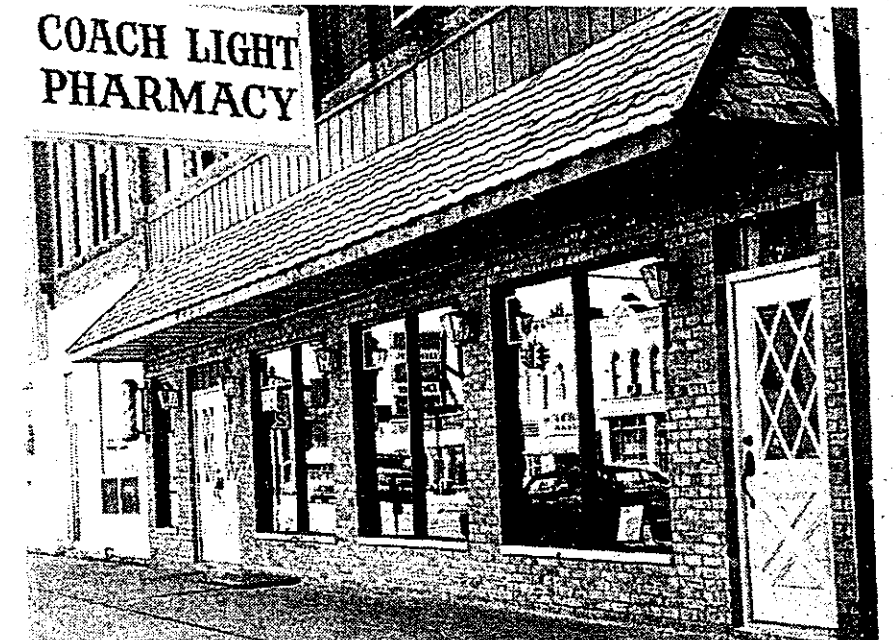


# 10 BIG REASONS WHY COACH LIGHT IS BECOMING CASS CITY'S FAVORITE PHARMACY

COACH LIGHT IN 1968



COACH LIGHT IN 1974



BIGGER, BETTER FACILITIES AND OUR 9 EMPLOYEES— THE FRIENDLIEST SALES—SERVICE STAFF IN TOWN



The staff at Coach Light Pharmacy ready to serve you are: (left to right), Roneyen Heins, John Ballard, Jean Murphy, Barbara Merchant, Mike Weaver, and Carol McKee.



JIM SMITH

## COACH LIGHT PHARMACY

MIKE WEAVER, Owner

Ph. 872-3613

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WATCH FOR THE NEW BIGGER COACH LIGHT OF 1975 NOW UNDER CONSTRUCTION



# A 'wrong' turn in 1946 becomes right turn for Calka

B.A. Calka, owner of Calka Real Estate in Cass City, might never have come to the village if he hadn't made a wrong turn back in 1946. Calka, fresh out of the Navy, wanted to start his own business, and heard about a store in Kingston that was for sale.

"I decided to come look it over, but somehow, I missed the turnoff and wound up here," Calka recalled. "When I got to town, I thought this didn't look like the town I wanted. There were no road signs identifying it. So I stopped at the hotel and found out I was in Cass City."

In the course of the conversation, Calka learned of a small restaurant that was for sale in the village. He also met several residents on the street who greeted him with a friendly smile and hello.

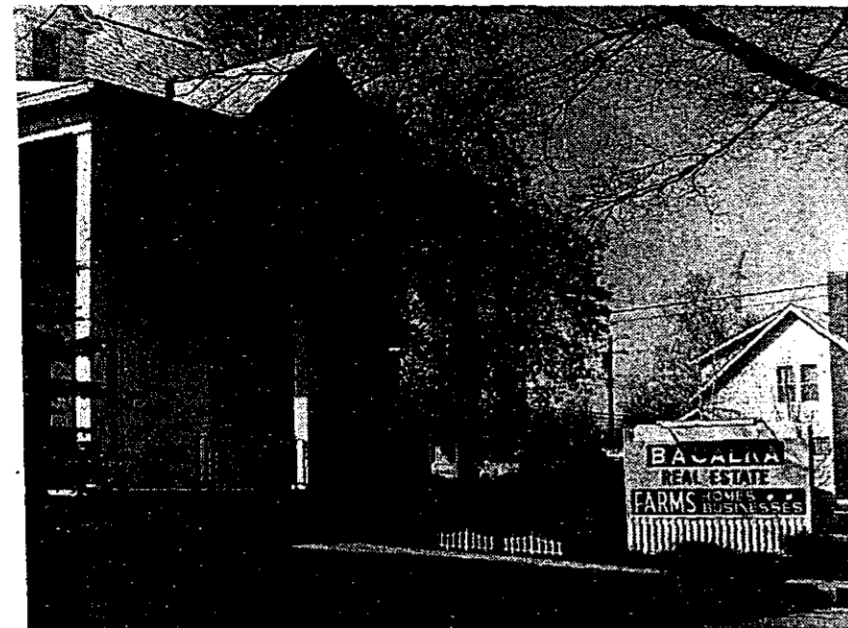
"I thought how friendly the place was and that sold me," Calka said.

From there, Calka's little restaurant grew, and eventually, he opened a real estate business in the same building, representing United Farm Agency. This was in 1952.

Four years later, the former Pere Marquette Railroad employee from Mt. Clemens who wanted to get away from the rat race, sold the shop and went solely into the real estate business, eventually becoming a licensed realtor.

In 1953, Calka became one of the original backers of a fledgling enterprise known as Walbro Corp. Calka says he knew in the beginning that the firm had the potential for greatness once it secured operating capital. But Calka admits he never dreamed it could become so vast an enterprise with offices in Germany and Japan.

"I never regretted my original invest-



B. A. CALKA REAL ESTATE OFFICE

ment in Walbro," Calka says. "They were a group of sharp young men with a good idea and I'm proud we could be a part of their growth."

Today, Calka Real Estate employs 14 salesmen throughout the Thumb and operates a branch office in Caro, managed by Donald T. Lanway.

Calka Real Estate sells properties throughout the Thumb and in other parts of the state as well, including the Detroit

area. Calka says property in the Cass City region still ranks high in popularity with many persons who continue to look for summer or week-end properties.

Assisting Calka is sales manager Fred McEachern, who has worked with the firm the last five years.

In Port Austin, the firm is represented by Jim Tutwiler, whose wife's parents, Mr. and Mrs. Konrad Konwalski, reside in Cass City.

## Veronica is doing what comes naturally

Owning and operating Veronica's Restaurant came naturally for Veronica Gaszczynski. Prior to purchasing the restaurant four years ago, she worked for former owners Mr. and Mrs. Pat Martin, gaining much of the invaluable experience it takes to successfully operate as complicated a business as restaurant ownership.

After purchasing the restaurant, a large-scale remodeling program was completed that completely refurbished the special dining room which can be rented by groups for special gatherings.

The room is the regular meeting place for the Lions Auxiliary, Business and Professional Women, the Gavel Club, along with serving other groups for special functions.

When not reserved, the room adds seating capacity to the spacious front portion.

Friday nights are a special treat at Veronica's Restaurant, when the salad bar is featured, offering a wide variety of salads and dressings to compliment the fine food and courteous service.

Even though experience helps, there's a lot more that goes into operating a restaurant than meets the eye, Mrs. Gaszczynski says. It takes long hours of work to supervise the proper preparation of good food.

"I'm very grateful to all the people of Cass City for really supporting me," she said. "They've really come through for me here and I appreciate it very much."

Veronica's Restaurant is open every day from 6:30 a.m. to 8:00 p.m., and closed Sundays. It employs nine persons.

## Clothes Closet fills need

Since it opened for business in March, 1971, the Clothes Closet has grown from something of a hobby into a thriving, full-time business in the heart of the Cass City community.

Owner Dorothy Stahlbaum recalled she started the store for two reasons.

"I felt there was a definite need for our type of store in town," she recalled. "It was also kind of a hobby with me. I'd always wanted to own a shop like this one."

The store began as exclusively a juniors shop, but rapidly expanded until today it features all sizes, for women, including pre-teen. The Clothes Closet is the only pre-teen shop this side of the Saginaw, Bay City area, Mrs. Stahlbaum says.

The shop was originally located near the

corner of Main and Maple Streets moving to its present location in January, 1974, more than doubling its original size. "We grew in areas I really didn't think we would," Mrs. Stahlbaum says. "We're offering more sizes in everything from casual to semi-formal wear."

She said the name came from something she saw in a magazine. "We were looking for a unique sort of name—something that was different, when I spotted this."

At the Clothes Closet, we try to offer the latest in fashions at a competitive price, Mrs. Stahlbaum says. "We also provide the personal kind of service you don't get in a large mall store, for instance. I think customers want personalized attention."

The Clothes Closet has four part-time employees on its payroll.

## Helen's Beauty Salon is 27

Making Cass City women more beautiful has been the job of Helen Agar, owner of Helen's Beauty Salon, located at 6469 Main St., for over 25 years.

Mrs. Agar began business in Cass City in 1948, moving to her present location six years later. Prior to going into business for herself, she worked under Eleanor Gingrich.

Mrs. Agar was born in Detroit and was raised on a farm near Cass City, as well as in the motor city.

"I guess I always wanted to be a beautician," she says. "After high school, I studied at the Capell Beauty College in Louisiana and attended courses in continuing education at Michigan State University, Ferris Institute and the Pivot Point International School in Chicago."

In 1967, she took the tour of championship designs in London and Paris.

"Styles have run full circle in the past 25 years," Mrs. Agar says. "It began with the heat permanents back to them. It's said every 10 years, a style will repeat and it's true."

In the past 25 years, she said, equipment has become smaller and easier to handle, with much of it made in Germany.

Another innovation has been wigs. "Wigs have really come into their own in the last 25 years," she explained. "Most women use them in the latter part of the week when their own set begins to come down."

Helen's Beauty Salon features a wide line of accessories to compliment the attractive hair styles produced by Mrs. Agar and her assistant, Leota Anthes, who has been with her since 1954.

A wide variety of eye cosmetics, including shadow, eyeliner, mascara and eye lashes are available, including new varieties that last up to six weeks before needing to be replaced.

Also available are lipsticks, rouge and an assortment of hair jewelry to compliment any hair style.

Demand for these types of products has soared in the past 25 years, Mrs. Agar commented.

EGGS
JNR

We're Growing...

Enjoy Our Fresh Eggs

Our eggs are delivered fresh to your local grocery store. Daily our trucks from our Deford egg factory supply eggs to Cass City, Caro, Marlette, Deford, Wilmot and the surrounding area.

While shopping pick up a dozen or better...try our family pack — 3 dozen carton.

BEST WISHES  
WALBRO

EGGS BY JNR

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AREA SUPPLIERS FOR:

**FERTILIZERS**  
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**FERMENTABLE FEEDS**  
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SINCERE CONGRATULATIONS TO  
WALBRO ON 25 YEARS

**KLEIN FERTILIZERS, INC.**



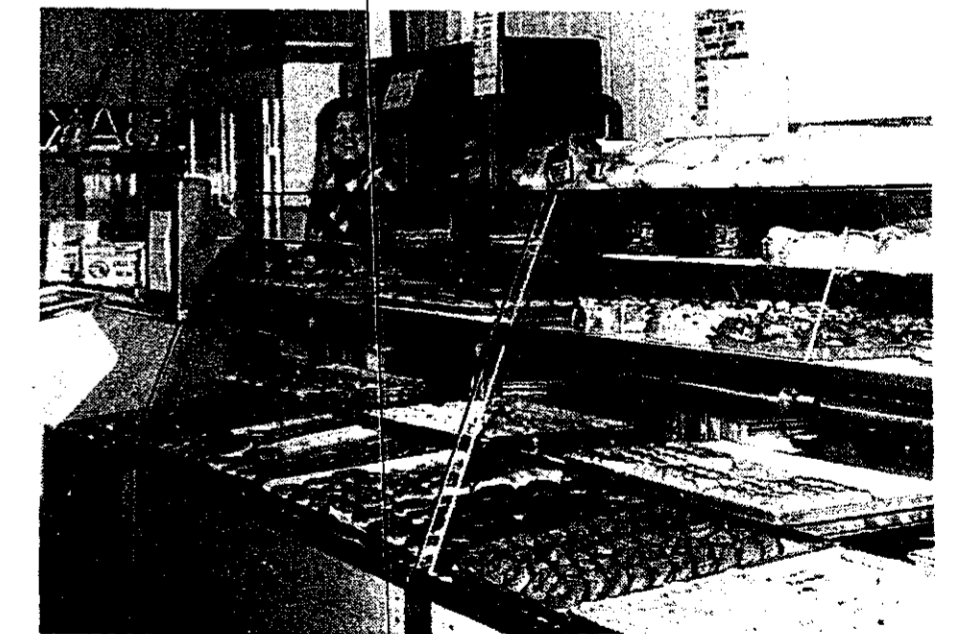
PHONE 872-2120

# Thank You Cass City

FOR YOUR ACCEPTANCE  
of our  
**BAKERY AND RESTAURANT**

We are happy that you found the kind of baked goods and the home cooking you were looking for at Konrad's...the kind that enables us to list more and more Cass City area folks as regular customers.

- Artistically Decorated Cakes
- Let Us Special Order Bread And Rolls For Your Party.



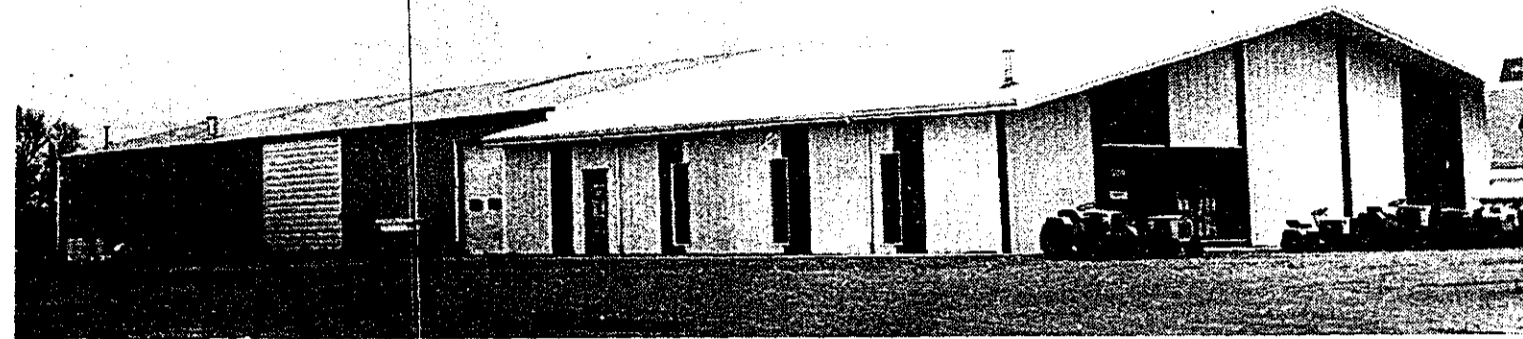
CONGRATULATIONS WALBRO ON YOUR 25th BIRTHDAY

TOM AND GINNY SUTTER

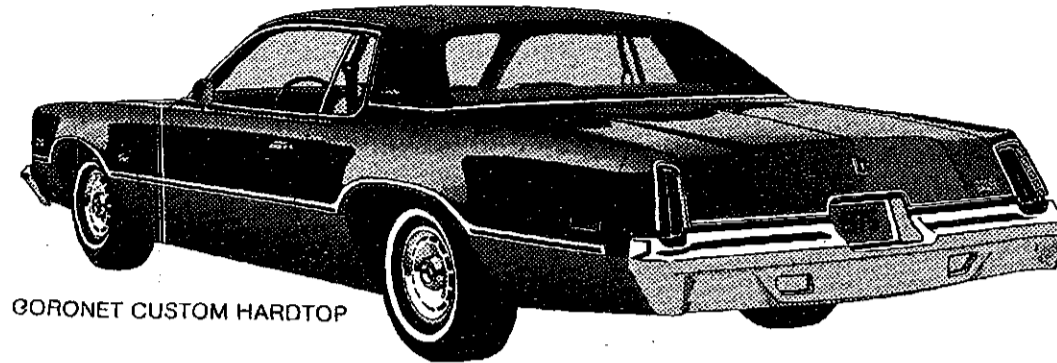
# KONRAD'S BAKERY

Cass City

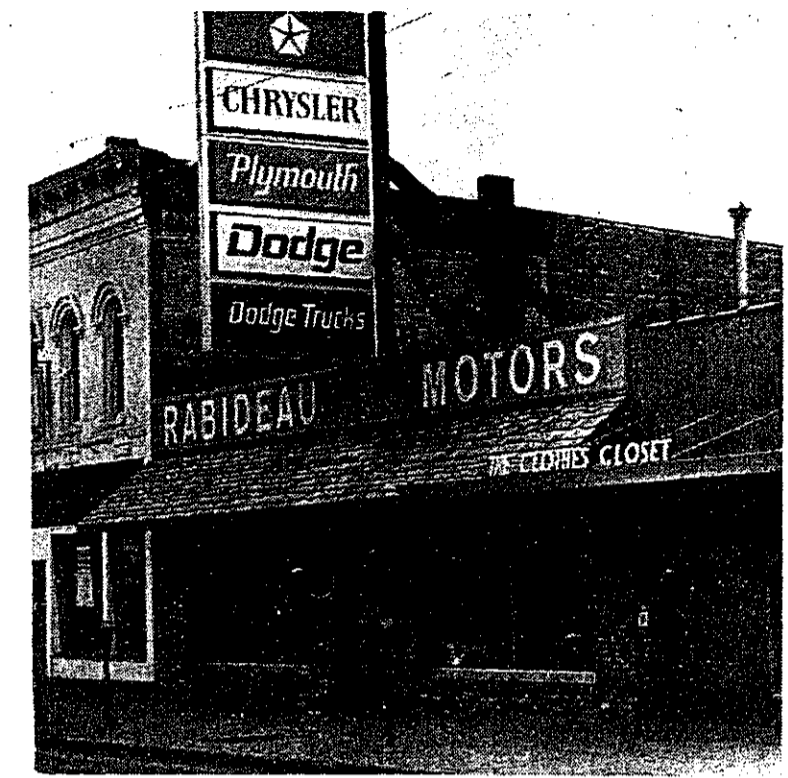
# GROWTH THROUGH SERVICE SINCE 1946 AT RABIDEAU'S



RABIDEAU'S FARM SERVICE DIVISION



GORONET CUSTOM HARDTOP



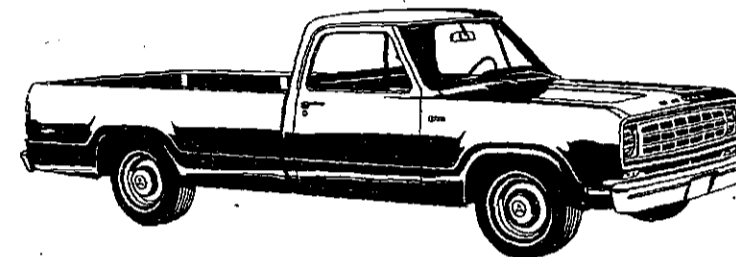
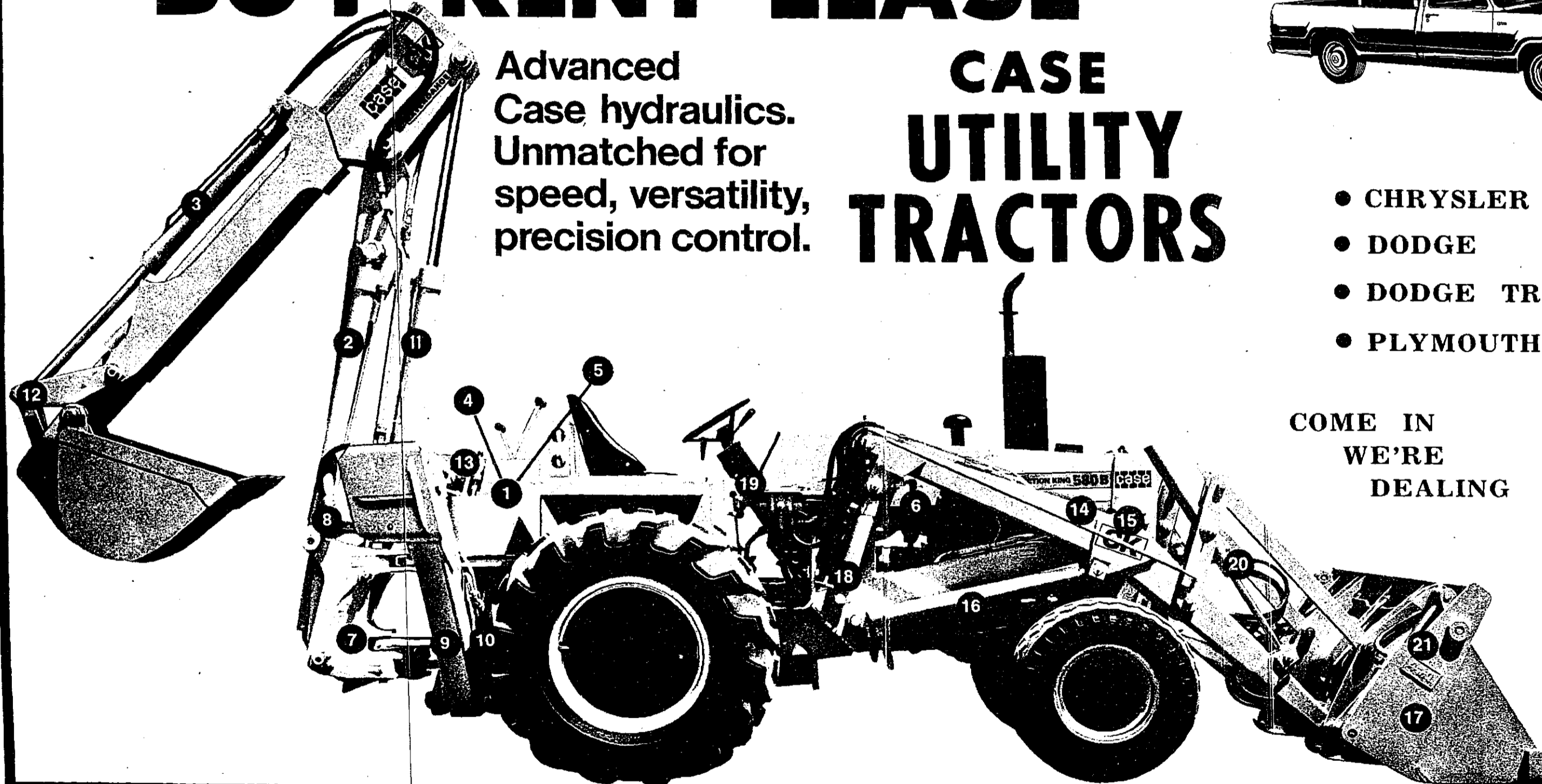
RABIDEAU'S CHRYSLER CORP.

CAR DIVISION

## BUY-RENT-LEASE

Advanced Case hydraulics. Unmatched for speed, versatility, precision control.

## CASE UTILITY TRACTORS



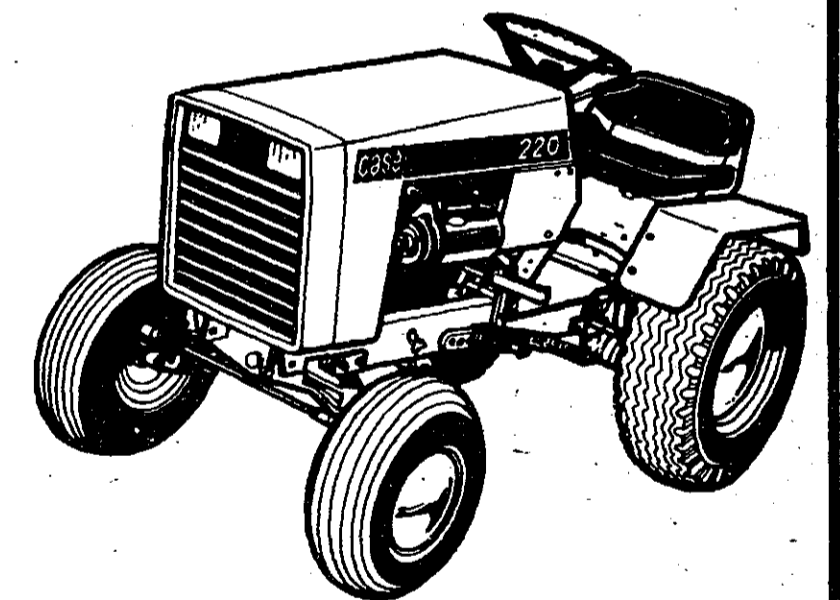
- CHRYSLER
- DODGE
- DODGE TRUCKS
- PLYMOUTH

COME IN WE'RE DEALING

### SPRING

### SALE

### Case GARDEN TRACTORS



ALL MODELS IN STOCK

## FREE MOWER

With Every Tractor

## PLUS Top Discounts and Trade-in Allowances

(1) New 4-spool backhoe hydraulic valve controls an unusually wide range of hydraulic equipment applications, including Extendahoe and Hydra-Guide. Improves performance of all backhoe operations. Located in console for easier servicing.

(2) Twin boom cylinders increase craning ability, reduce lateral flexing while digging.

(3) Improved hydraulic regeneration. Exclusive Case backhoe feature lets the operator lower fast-start to dig instantly.

(4) New overload relief valve. Faster, more positive backhoe response.

(5) Cartridge-type secondary relief valves calibrate relief-pressure settings precisely. Quick-replacement type cartridges. Easy-to-reach locations.

(6) New hydraulic oil filter location, readily accessible.

(7) Hydraulic hose protection. Hose from the hydraulic valve to the backhoe is located within the cast

swing tower, protected against external damage.

(8) Live swivels extend hydraulic hose life. Live swivels on boom cylinder hoses resist wear; hose life is lengthened as hose doesn't need to flex.

(9) Larger swing cylinder rods. Stronger, more durable.

(10) Swing cylinder protection. Now located above the lower main frame member for increased protection.

(11) Improved hydraulic cylinder sealing capability. Case-quality cylinders, manufactured to close tolerances, for long, trouble-free service.

(12) More power at the bucket teeth. New bucket linkage, and a longer bucket cylinder stroke amplify digging power.

(13) Boom lockout increases backhoe lift capacity when craning heavy loads.

(14) OHHP - Optimum Hydraulic

Horsepower is totally balanced design. More engine power is converted into hydraulic horsepower.

(15) High-capacity 26 gpm hydraulic pump steps up all loader and backhoe operation.

(16) Increased lift capacity, now 4,000 lbs., boosts payloads, cuts time.

(17) Increased breakout capacity, now 6,200 lbs., breaks out full buckets faster, easier, and speeds loading.

(18) Exclusive Hydra-Leveling design retains the load to full height.

(19) Single-lever loader control operates rollback, lift, dump and float, simplifies operations, speeds cycling.

(20) Exclusive return-to-dig automates Case loader operations, returns bucket to digging position automatically after dumping.

(21) Bucket "float" position eases and speeds loading off the hard surface, and backfilling. Lift arms follow ground contour.

# CASS CITY CHRONICLE

## Statistics tell the tale — Cass City is a growing community

### Quality still comes first at expanded Sommers' Bakery

"A second generation of quality" is the motto of Sommers' Bakery, 6538 Main St. Co-Owners Stuart and Joan Merchant plan to continue the tradition begun 38 years ago by her father, J.D. Sommers, when he bought the business which had already logged 27 years back in 1937.

Those were rough years, Mrs. Merchant recalled. She said her father had been a baker since the days of World War I and came to Cass City in the midst of the depression after losing his business in Cassopolis. Sommers' Bakery has

grown into a thriving enterprise that serves over 100 customers per day and over 200 on week ends.

In order to keep pace with the times, Sommers' Bakery has expanded to provide customers with a coffee shop and has completely remodeled its storefront and customer facility.

"It's a continuous struggle to keep going these days," Mrs. Merchant explained. "That's why we decided to expand."

In addition to serving retail customers, Sommers' Bakery also serves eight wholesale

customers throughout the Thumb with fresh baked goods each day. Special orders for schools are also handled quickly, thanks to a completely up-to-date kitchen featuring the latest in equipment.

Customers still love Sommers' homemade bread. Merchant said about 500 loaves are baked fresh each day.

Even with expanded facilities and modern equipment, the Merchants still strive to keep that old-time family touch of quality-to-everything they produce.



THE NEW EXPANDED Sommers' Bakery.

Cass City's growth in the last 25 years has been a steady record of expansion, both economic as well as physical. More residents, more jobs, more demand for goods and services. In a nutshell, that tells much of what has gone on in this village in the last quarter century.

It's been said that a person returning to America who died 25 years ago wouldn't recognize the place. While that may not be entirely true in Cass City, certainly a lot has changed that would bewilder and amaze a resurrected former citizen.

A look at the progress Cass City has made in the last 25 years almost certainly must begin with statistics. In 1950, Cass City's municipal general fund budget stood at \$55,503.19. The largest single item was a \$10,000 storm sewer project. Street labor, supplies and improvements were tagged at \$8,000, with water works operation set at \$6,000. The police department's budget was set at \$4,500.

In 1975, general fund budget revenues and expenditures were tagged at \$253,000, with \$74,300, more than the total 1950 budget, going for police protection alone. It now costs five times more to run the wastewater treatment plant and water system than it did 25 years ago, with street improvements this year scheduled to cost more than the entire 1950 budget.

Cass City's State Equalized Valuation stands at \$12,245,050, nearly 10 times the

1950 total of \$1,293,835.

By comparison, village population in 1950 stood at 1,762 persons, many of whom still had some connection with agriculture.

Today, according to a 1973 estimate, the village's population stands at 2,265, nearly a 15 per cent increase.

According to the Michigan Statistical Abstract, total housing units in Cass City had grown from 588 in 1950 to 665 in 1970. Since that time, the Hillside Apartment Complex, comprising four buildings, has increased by 18 the number of rental units in the village.

In the last five years, the actual number of housing units has climbed to nearly 700.

#### SCHOOLS

The Cass City School District has grown along with the community in the past 25 years. In 1950, the district's State Equalized Valuation stood at \$2,429,100. Construction had just begun on what would become Campbell Elementary School, but would not be complete for another year.

A large number of elementary students were still being educated in one-room rural schools through the eighth grade. In 1950, there were 10 such elementary schools in the system, enrolling 424 students. Records show 114 students enrolled at the junior high level with 344 in high school.

Today, the district is worth \$35,876,510. Three elementary schools, Campbell, Deford and Evergreen, enroll 1,143 students in grades K-6. A total of 359 students are enrolled in junior high and 650 at the high school.

According to school officials, total enrollment in 1974-75 stood at 2,152.

Since 1950, all one-room schools in the system have been phased out. Deford and Evergreen elementary schools officially entered the system in 1964 and 1966 respectively.

#### TOWNSHIP GROWTH SKYROCKETS

Area townships have grown to meet the needs of an ever-increasing population. In Elkland township, State Equalized Valuation has jumped by a whopping 480 per cent since 1950, rising from \$3,312,760 to \$19,851,350.

Surrounding townships also show similarly huge jumps in SEV as well. Elmwood township's value today stands at \$8,789,500, compared with \$1,399,400 25 years ago, a 700 per cent jump.

Ellington township SEV has risen from \$761,980 in 1950 to \$4,928,200, a 547 per cent increase.

Novesta township has grown to an SEV of \$5,726,600, from \$1,005,275 a quarter century ago, a 472 per cent increase.

Kingston township's SEV has risen to \$6,747,350, compared with \$1,101,240 in 1950, a 512 per cent jump.

Sanilac county townships similarly have skyrocketed in valuation, compared with figures of 1950.

Greenleaf township's SEV has risen to \$4,049,595, compared with only \$632,550 in 1950, a 541 per cent increase.

Evergreen township's value has jumped to \$4,901,332 compared with \$630,300 a quarter century ago, or a 693 per cent increase.

Lamotte township's SEV stands at

\$5,898,044, compared with \$841,500 in 1950, or a 600 per cent jump.

According to officials in Sanilac county, SEV was based on 20 per cent of true cash value back in 1950, compared with 50 per cent today. Tuscola county officials are not certain what value was used to calculate SEV in 1950.

#### GROWTH—WHAT DOES IT MEAN?

While all these statistics tell a story, they tell only a part. What does it all really mean? In real terms, growth over the past 25 years has meant the construction of the 67-bed Hills and Dales General Hospital that is the envy of surrounding communities.

Growth means the construction of Provincial House, an extended care facility that serves the entire Thumb area.

Growth means the construction of a new high school building in 1967, designed with the future in mind.

It means apartment buildings, new business structures, new homes and more. It means a new post office, township fire hall and an expanded village hall. It means more park and recreation facilities, rebuilding old streets, and annexation of property to the village itself.

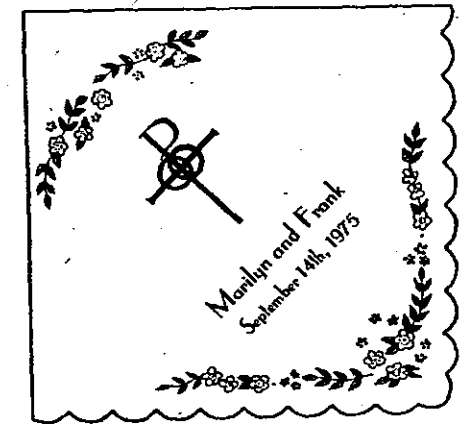
But growth also means something else. It means more crime, a larger police force with a bigger budget. It means demands for more services that put a strain on existing water and sewer facilities that one day will need updating.

It puts demands on area recreational areas to provide places to let out energy. It means higher taxes.

In short, it means a mixture of both good and bad. One thing is certain. Growth will continue in all likelihood for years to come.

Most of it will be for the good. With concerned citizens and responsive leadership, growth can be managed and be made to work for the benefit of all Cass Cityans.

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The Cass City Chronicle

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### An American worker's buying power

## 50 years ago and today . . .

One way to measure change in American living standards over the years is to compare how long a typical factory employee would have to work at different times to buy various goods and services. Here are "worktimes" a half century ago and today, based on prices and after-tax earnings for each period:

|                                    | A Worker Would Have to Put in— |            |
|------------------------------------|--------------------------------|------------|
|                                    | 50 Years Ago                   | Today      |
| New car                            | 41½ weeks                      | 26½ weeks  |
| Year's cost at State university    | 31 weeks                       | 15 weeks   |
| Steamship fare, New York to Europe | 6 weeks                        | 3 weeks    |
| Rail fare, Washington to Atlanta   | 1 week                         | 1½ days    |
| Gas range                          | 138 hours                      | 61½ hours  |
| Electric clothes washer            | 120½ hours                     | 54 hours   |
| Electric sewing machine            | 101½ hours                     | 22 hours   |
| Vacuum cleaner                     | 59½ hours                      | 13½ hours  |
| Hair dryer                         | 27½ hours                      | 4½ hours   |
| Toaster                            | 8½ hours                       | 3½ hours   |
| Man's shoes                        | 7½ hours                       | 7 hours    |
| Electric coffee percolator         | 8 hours                        | 5 hours    |
| Lady's wool skirt                  | 6½ hours                       | 3 hours    |
| Man's dress shirt                  | 3 hours                        | 2½ hours   |
| Oranges, dozen                     | 49 minutes                     | 19 minutes |
| Potatoes, 10 pounds                | 30 minutes                     | 19 minutes |
| Coffee, pound                      | 48 minutes                     | 20 minutes |
| Milk, half gallon                  | 31 minutes                     | 12 minutes |
| Butter, pound                      | 57 minutes                     | 15 minutes |
| Margarine, pound                   | 33 minutes                     | 11 minutes |
| Eggs, dozen                        | 53 minutes                     | 13 minutes |
| Bread, pound                       | 10 minutes                     | 6 minutes  |
| Round steak, pound                 | 38 minutes                     | 27 minutes |
| Chicken, whole, pound              | 39 minutes                     | 9 minutes  |

Basic data: U.S. Dept. of Labor and Health, Education and Welfare; various industry sources

## Chamber of Commerce marks 25th year

Along with Walbro, the Cass City Chamber of Commerce marks its 25th anniversary year with an eye to the future—the same eye that helped lead the decision-making process that brought Walbro Corp. to Cass City.

The Chamber was organized officially in May, 1949, under the guidance of Cliff Croft, Lloyd Bryant, J.V. Riley, Keith McConkey and Harry Crawford. Fritz Neitzel was elected first temporary chairman of the group, with Dr. Delbert Rawson chosen as the Chamber's first president.

J.V. Riley was chosen vice-president, Fritz Neitzel served as secretary and Frederick Pinney served as treasurer.

Both the Chamber and Cass City have come a long way since those days just after the Second World War, and it's fair to say the Chamber has played its part in that progress.

The Chamber of Commerce was formed originally to help promote Cass City and to make it grow. It took the bull by the horns and appointed the committee that started the ball rolling towards Cass City's industrial development.

From this committee, the present development corporation evolved through which Anrod Screen Cylinder was eventually persuaded to locate here.

From there, Walbro, General Cable and the rest came—thanks to the persistent work of dedicated men and women who saw the future as depending on actions in the present.

Their efforts helped move Cass City from solely an agriculture base to one more diversified—one which can weather economic storms on either front without ruinous damage to both.

Today, the Chamber continues to be involved in the growth and promotion of Cass City as a good place to live, work and shop. It promotes annual sidewalk sales that turn Cass City into a bazaar of values.

It yearly provides the colorful Christmas displays that decorate the main stem and at this writing is involved with hanging flower baskets that help spruce up the village.

But the Chamber is a lot more—it's a group of forward-looking businessmen whose main goal is helping improve everyone's business.

It's a group who rely on the old formula that's worked through the ages. It's the formula of working as a group. Or as one writer put it, "we all hang together or all hang separately".

### THE CHRONICLE

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## Hard work pays off in steady growth at Rabideau's

It started as strictly a family affair in 1945 when George Rabideau and two of his sons, Lee and Wayne, were awarded the DeSoto-Plymouth franchise in Cass City. From that day to the present the company has shown steady growth and progress.

It was in 1946 that the garage building was erected with plenty of self-help of the owners.

It was the time when it was possible to find the owners any place in the garage...washing cars, repairing cars, selling cars.

It was a formula for success. The first of many additions to the products line came in 1949 when Case farm implements were added.

In 1957 Dodge trucks became a part of the business and in 1962 Chrysler was added. When Dodge cars were accepted in 1964, the company offered a complete line of Chrysler products.

Meanwhile, George Rabideau retired and the sons became full partners in the business...as they are today.

A significant milestone in the company progress came in 1961 when New Holland was added to the farm business.

Expansion sent the owners looking for additional space. They found it west of the village first in the location now housing the IGA store and then across the street.

They rented the land until 1970 when the 20 acres was purchased. The following

year a building was erected for machinery repair. Sales were conducted from an old trailer house moved onto the implement lot.

It worked for three years while plans were formulated and completed for the sales building that was finished late last year.

The modern repair shop and sales

building was needed as the business expanded and two more lines were added: Brush Hog and Kawane.

Today there are 17 employees in the corporation and the growth has split the company into two divisions, the farm division under the direction of Wayne Rabideau and the car sales under the direction of Lee Rabideau.



LEE RABIDEAU



WAYNE RABIDEAU

## Old Wood: health care "on the corner" since 1902

Old Wood Drug, the store "on the corner" in Cass City, has become a landmark among area residents when health care needs arise. The spacious store, expanded to 4,500 square feet in 1973, offers customers a wide variety of products in an attractive setting.

Originally located on the north side of Main Street, A.W. Seed owned a drug store which was destined to serve Cass City continuously through the ownership of L.I. Wood, W.L. Wood and currently by Tom Proctor.

In 1902, L.I. Wood purchased the store and operated it on the original site until 1917, when the new Sheridan Hotel was purchased and modern drug facilities were available "on the corner".

Remodelings in 1948, 1961 and 1963, expanded floor space to 1,400 square feet, jumping to 4,500 when Proctor purchased the old fire hall, removed it and expanded the store.

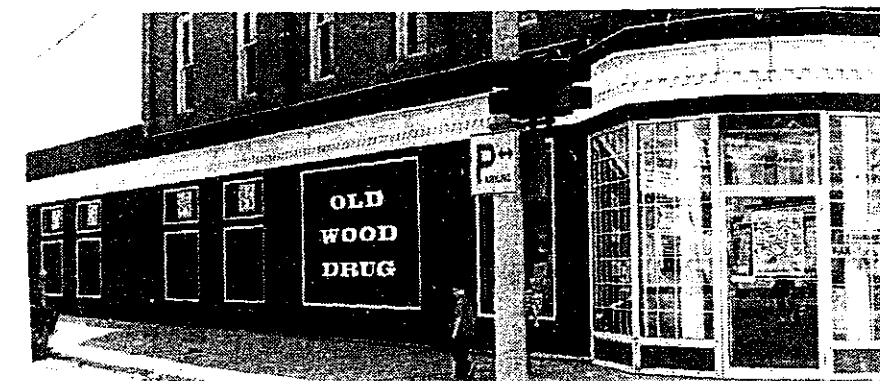
Proctor purchased the store in 1962 from registered pharmacist Warren Wood, who continues to work part-time filling prescriptions at the store today. Proctor, a native of Howell, Mich., had worked as a pharmacist in Midland five years when he began looking for a drug store to buy.

He decided on Cass City because of its potential for growth and the fact that he liked what he saw in the village.

Today, Proctor, Wood and Jan Hartwick continue the tradition of complete, accurate prescriptions. At Old Wood Drug, customers find a wide variety of items for personal health care, entertainment and enrichment.

"It's our desire to provide the community with a service-oriented drug store with the personal touch," Proctor says. "The community has been good to us and we want to continue to meet its needs when it comes to health care."

Old Wood Drug employs 11 persons.



OLD WOOD DRUG still on the corner.

## Yen for plants flowers business for Kelleys

A feel for plants and the yen to try something new led Warren Kelley to purchase Cass City Floral 18 years ago. Today, the shop stands out as an example of what one man can do with an idea and lots of work.

Kelley began his business Feb. 11, 1957, in a greenhouse near the present location of First Baptist Church. Success came quickly and in 1960, Kelley moved to his present location at the corner of Leach and Main Streets.

"I had farmed, but I really wanted to try something else," Kelley recalls.

"It's kind of strange how it all happened. My wife had been into the flower shop and just offhandedly mentioned that it would be nice to own something like that. Well, before we knew what had happened, the owners told us it was for sale and we bought it."

Over the years, the business has grown to include more than just the sale of plants and flowers. A few years ago, Kelley added a line of gifts including wood products, milk glass, colored glass, and a

line of French cookware. Still, plants are basic.

Kelley says tastes have changed over the years, particularly in arrangements. "Some of the old-fashioned bouquet flower arrangements are coming back in a big way while some of the more modern arrangements are not as popular," Kelley said.

Kelley said growing flowers at home has increased rapidly in popularity in recent years. Terrariums are also very popular.

In addition to flowers, garden plants are popular as ever, especially with vegetable gardeners trying to beat the rising cost of food.

At Cass City Floral, gift wrapping is available to make that special present even more meaningful.

Cass City Floral is a member of Florist Transworld Delivery Service which can speed your order across the state or across the nation.

"I've enjoyed working with flowers," Kelley said. "It sort of brings you closer to God."

*The only man who should not advertise is the man who has nothing to offer in way of commodity or service, and such a person is a dead one — whether he knows it or not.*

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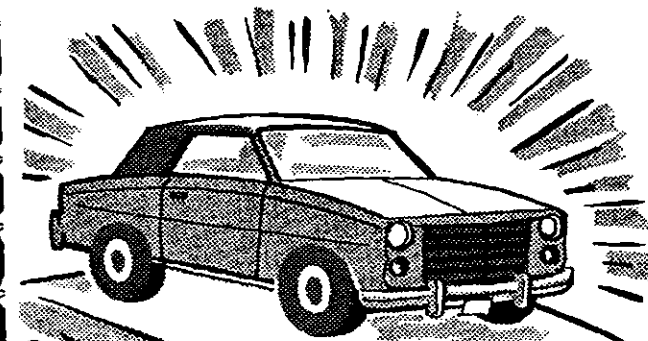
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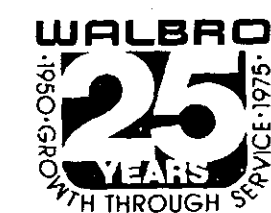
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# Mutual Savings helps Cass Cityans earn top interest

In 1970, Mutual Savings and Loan of Bay City made a commitment to area depositors when it opened a branch office in Cass City. Opened to service area depositors who were driving to Bay City more efficiently, the move was an unqualified success.

Today, the number of depositors at the Cass City branch has more than quadrupled in five years. That growth potential continues to keep customers investing and in turn, helping Cass City grow.

Mutual Savings was organized in 1887 in Bay City, and has grown to 18 offices throughout eastern and central Michigan. Cass City customers play as important a role as customers elsewhere in the corporation, for each is an individual shareholder with a stake in the growth of both the firm and the area in which they live.

Manager of the Cass City Branch is

Waunita Allen. She emphasized that at Mutual Savings, the continuing goal is to provide the highest rate on insured savings and offering a competitive interest rate on loans.

She added that there is money available for new homes or additions to old ones, as well as for businesses. As a progressive institution, Mutual Savings is interested in the continued growth of Cass City, she says.

All savings accounts are insured up to \$40,000 through the Federal Savings and Loan Insurance Corporation. Savings options range from 5 1/4 per cent on regular passbook savings to a giant 7 1/2 per cent on time certificates.

Mrs. Allen and her staff, Patricia Wagner, Sharon Rockwell or Connie McNaughton, will be happy to supply details on each savings plan designed to put dollars to work in Cass City.



MUTUAL SAVINGS staff (from the left): Patricia Wagner, Sharon Rockwell, Connie McNaughton and Waunita Allen.

# Hard work makes IGA a popular place to shop

Providing shoppers with a wide selection of food and items for the home has made the Cass City IGA Foodliner a popular place for area residents to shop.

The grand opening of the newly-enlarged store last July made the store a super-market in the best sense of the word. Not only can customers choose from a wide variety of meats, produce and other grocery items; they can also choose clothing, cooking utensils and even automotive products.

Harry Lenda, owner, a native of the Sebawaing area, began his career in the retail grocery business in 1948 with A & P in Pigeon and acted as a relief manager. This gave him the opportunity to travel over much of the state and made the idea of owning his own store grow even stronger.

In 1956, Lenda came to Cass City and two years later began buying into the business. In 1968, he became sole owner.

Meanwhile, the business outgrew cramped quarters downtown. In 1962, the IGA Foodliner moved to its present location at the west village limits of Cass City. The latest addition brings total store area to 10,200 square feet.

In spite of its size, custom-



MR. AND MRS. HARRY LENDA

ers at IGA find personal, small-store service in all departments. Wide aisles modern, soft lighting and colorful displays of items make shopping more pleasurable.

Lenda said the store employs 20 workers. He said when the new addition was completed, he found it wasn't necessary to increase his staff. "It just took care of itself," he said.

He said in his more than 25 years in the business, grocery retailing really hasn't changed too much. The major difference is that things are done on a much larger scale, including ordering.

"Most of our ordering is done by telephone now instead of using a pencil," Lenda said.

"We also try to integrate more and different items into our stocks now than we did years ago," he added.

Lenda and his wife, Mable, have worked these past 18 years to make their business a thriving, successful part of Cass City. They've done that, proving the old maxim that hard work and dedication can pay off.

The Lendas live near Owendale and have two children, Greg, 18 and Debby, 15, both students at Owen-Gage High School.

# Erlas: hard work booms family enterprise

When Mr. and Mrs. John Erla and their eldest son, Dick, took over the Cass Frozen Food Locker July 4, 1953, things weren't the brightest for Cass City.

Right after they started the Nestles plant closed and there wasn't a major industry in Cass City.

The Erlas made a decision in the pessimistic business climate that has keyed the company's growth over the years. They decided to expand.

Just a year after coming to the community, the company purchased land and built a slaughterhouse to serve their retail market and their growing wholesale business.

Since that time the company has made great strides. In 1957 the first of several additions was made. It continued until 1969 when the final addition made the present super market several times bigger than the original market.

Meanwhile, the corporation took steps to make its slaughterhouse modern and up-to-date. New equipment was added and the slaughter business was increased at a time when many small slaughterhouses were calling it quits.

Buying for the slaughterhouse and to supply the burgeoning wholesale business sent Dick Erla on a weekly round of area livestock markets as one of the principal buyers.

To handle the ever increasing business the small van that was used to deliver wholesale meats in the area was increased by eight trucks, including two giant semis as Erla's meats were sold in nearby heavy population areas.

Ever since the three original partners started, Erla's has been a family affair.

Five other family members joined the family business and are helping make it go today.

In the order in which they started work over the years, the family members are: Dan, Don, Chuck, Arnold and Clark.

Besides daring to take a chance, one other characteristic has been markedly evident in all members of the family. They worked hard and are working hard to make the store a success.

It appears that the formula is being continued. In recent years a shopping center has been formed at the store site and already management is hinting at further expansion immediately ahead.



ERLA'S A FAMILY operated store. From left: Chuck Erla, Dan Erla, Don Erla, Dick Erla, Mrs. John Erla, Clark Erla and Arnold Erla.

# McConkey's still in time 7,500 watches later

When it comes to jewelry in Cass City, one name stands alone—McConkey Jewelry and Gift Shop. Keith and Mildred McConkey have operated the shop since it opened for business Oct. 21, 1946, in what was known as the Ella Vance Building near the intersection of Main and Oak Streets.

As business grew, McConkey, who ran a chain grocery for A&P in Cass City starting in 1928, realized he would either have to grow with it or get out.

Committed to the future growth of the village, the McConkeys purchased their present location from Mrs. Alfred Knapp in 1958.

"That was the best move I ever made," McConkey said. "I had totally outgrown the old store and this just fit the bill."

The McConkeys have run a "Mom and Pop" operation all these years, the congenial McConkey says. "I want to be sure she gets credit for all the hours she's

put in here, too," he said.

He estimates he's repaired over 7,500 watches in his nearly 30 years in the business. McConkey is a certified horologist and also a certified Zenith hearing aid dealer.

Besides dealing in clocks and watches, McConkey's Jewelry and Gift Shop features a wide variety of gift items in silver, china and cut glass. Items from all over the world are displayed in the shop.

"We're also very proud of our line of Keepsake diamonds," McConkey added.

Over the years, McConkey has been active in numerous civic affairs in Cass City, and served twice as president of the Chamber of Commerce.

While times have changed and more watches now need batteries replaced than mainsprings, the personal touch and striving for quality have remained the same at McConkey Jewelry and Gift Shop.

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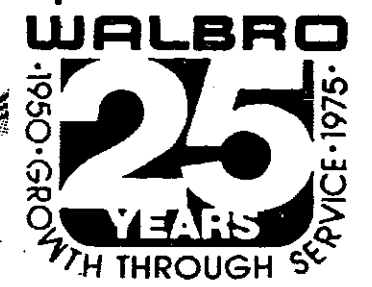
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Friday and Saturday only.



The Ben Franklin staff will be handing out the free silver dollars Friday and Saturday. From left: Gloria Arroyo, Randy Damm, Cindy Kanaby, Mert Rabideau, Margaret Summers, Ann Neal, Donna Spencer.



**BEN FRANKLIN**  
CASS CITY



WHERE EVERYTHING YOU BUY IS GUARANTEED



## Sound management key to success at M and R

Applying sound business management practices has been the key to success for Robert Pearce, owner of M & R Grocery at the south edge of Cass City on Seeger Street. Pearce purchased the store from former owner Thelma Pratt in November, 1973, after a career that had spanned 12 years.

While Pearce had no experience in the grocery business itself, he did come

chasing what was then known as Thelma's Grocery.

Pearce believes strongly that there is a need for small grocery stores and that they can be competitive. The personal touch that a small store carries provides its owner with a chance to oversee all aspects of the operation and remain competitive.

Since purchasing the store, Pearce has modernized the basement area for storage, but finds this isn't enough. An additional storage area including over 400 square feet of space is now on the drawing boards for later this year. An additional 32 lineal feet of shelf space is also being planned.

In addition to a wide variety of groceries and fresh meats, M & R Grocery also features hot sandwiches and pizzas. But most importantly, it carries the stamp of personal attention that keeps customers coming back again and again.

M & R Grocery has one part-time and two full-time employees.



M & R GROCERY

well-equipped with a background in management and a mathematical mind.

He worked for 12 years in the tool crib at Active Industries in Elkton, and through that experience, acquired the procedures related to supply and demand that would later serve him in the store.

He also worked as a magazine salesman to aid in raising funds for veterans who needed help. He also took a flyer as an insurance representative prior to pur-

## Ouvry Chev.-Olds aims for customer satisfaction

Three things sold Aime Ouvry when he purchased the Chevrolet-Oldsmobile dealership from H.M. Bulen in 1972—the town, the school system and the dealership itself. The East Detroit native was in the market for a dealership and had looked over three other locations before deciding on Cass City.

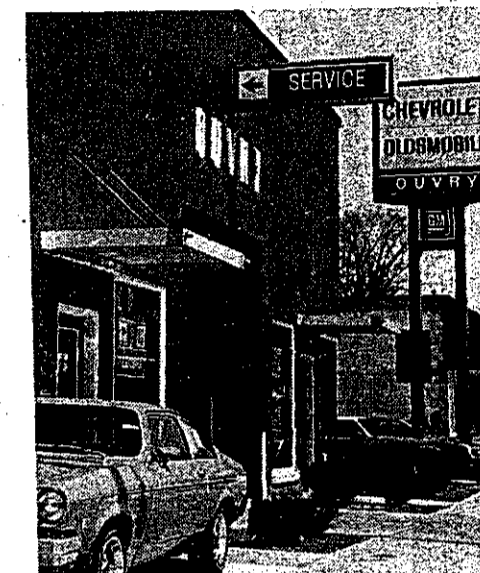
"This was the best move I ever made," Ouvry says. "I should have done it 10 years ago."

The business he purchased was started as solely a Chevrolet dealership in 1937 by H.M. Bulen, who added the Oldsmobile line shortly before World War II broke out.

Bulen, active in civic affairs for many years in Cass City, continued to operate the business until his retirement in August, 1972, the month Ouvry assumed control. Ouvry had managed a dealership in Detroit for 17 years and wanted to get away from the city into a more relaxed

atmosphere. I found it here in Cass City, Ouvry says.

Today, Ouvry Chevrolet-Olds continues to strive for customer satisfaction, including service after the sale. "To me, service is the number one factor. We strive to make the customer happy and I believe our people sincerely try to do the job properly every time. I have complete faith in their abilities."



OUVRY CHEVROLET-OLDS

Ouvry employs 17 persons at the dealership that has built a repeat clientele over many years of operation.

"I'm very grateful to Mr. Bulen for selling me his business and glad to be in Cass City," Ouvry says. "I'm grateful also for the way people here have accepted me."

## Pied Piper: unique in Thumb

Mary Lou Erla runs a unique store in Erla's Shopping Center in Cass City. Unique for the Thumb area, anyway.

Her Pied Piper is the only outlet in the Thumb that is devoted exclusively to children's clothing.

The store operates on the theory that there is a place for a specialized shop selling quality, name brands at reasonable rates.

Mrs. Erla, who runs the store with assistance from her husband, Don, is putting to use things learned at school in a retailing merchandizing course and co-op program.

The store buys most of the stock when shows are held in Detroit. Customers come to shop from all over the Upper Thumb.

Managing the store is just one of the jobs for Mrs. Erla. She sandwiches it in with a full work load at home.

The Erlas have six children and all are at home.

The Pied Piper is nearing its first birthday. The store opened in July 1974.

We're concerned with the future of Cass City, say the Erlas, and we're especially concerned with its future citizens.



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CASS CITY

## Hillside has experience with owner Sandy Scott

When it comes to experience in hair-dressing, Sandy Scott, owner of Hillside Beauty Shop, has it. Mrs. Scott has been a beautician the past 12 years, beginning her career in Milwaukee, Wis.

"I tried being an office worker and tried working in a restaurant, but I just didn't like it," Mrs. Scott recalls. "So I tried a beauty shop and found I liked it."

She received her training in Milwaukee, where she owned a shop three years. When she and her husband moved to York, Pa., she operated a beauty shop there two years before coming to Cass City five years ago.

On the local scene, she worked at Mary's Beauty Shop prior to opening Hillside Beauty Shop nearly three years ago.

Today, she employs five beauty oper-

ators, including Kathy Root, Mary Schrader, Cathy Smith, Patty Martin and Shirley McIntosh. This compares with only two employees she had at the start.

At Hillside Beauty Shop, customers have a wide choice of styles, cuts, colorings, frostings and everything else to add a touch of elegance to any woman.

She says wigs have dropped off in popularity in recent years, partly because they create heat on warm days and also because women prefer the more natural look their own hair gives them.

She says frosting is still a popular innovation with many women at Hillside Beauty Shop.

The shop features 11 hair drying stations and four chairs for washes and sets.

## Smith succeeds in new business at Jack's Bar

Jay Smith, owner of Jack's Bar in Cass City, saw the handwriting on the wall about five years ago and decided his tool and die trade was on its way out. He's been employed in Detroit for 20 years as a shop superintendent and in 1970, decided it was time to get out.

At the same time, the bar became available and so he and his wife took the opportunity. Today, they're glad they did. They operate one of Cass City's most popular night spots.

The business has been in existence over 50 years. When Smith purchased the bar, he undertook a major renovation project that included rebuilding the rear portion of the building, rebuilding the bar itself, and installing new furnishings and a new dropped ceiling.

Smith's plans are still incomplete. He says he wants to install a new floor and with it, bring dancing to the bar. He plans to cordon off an area at the front of the bar and feature dance music for those inclined to kick their shoes off and enjoy themselves.

"I've certainly appreciated all the business that's come our way since we came here five years ago," Smith said.

An annual feature at Jack's Bar is the open house, scheduled for August this year. Smith is looking for one of the biggest crowds ever at the shindig. It's his way of saying thanks to his customers and the village.

Jack's Bar offers customers music and refreshments in a relaxed friendly atmosphere.

## Auten Motors marks 60th anniversary selling Fords

In 1915, Meredith Auten and G.A. Tindale went into the Automobile business in Cass City. Today, area residents are still buying Ford cars and trucks from Auten Motor Sales, backed by 60 years of traditionally good service.

In the beginning, the dealership was known as G.A. Tindale, with Auten as a partner. The business was taken over by Robert Keppen, who came to the dealership in 1938, and eventually became Auten Motor Sales in 1949 when Charles Auten took over management, buying out his father in 1965.

Another partner, Ronald Geiger, bought a share of the firm in 1974. Geiger had worked at the dealership since 1960.

Experience is a way of life at Auten Motor Sales. Six mechanics possess a total of 113 years experience on the job.

Two long-time employees, Bill and Stella Martus, retired in early 1975 after a combined total of 67 years at the dealership.

The building has housed the dealership since the beginning and has been doubled

in size over the years, as demand for parts and service grew. Geiger said the dealership has grown steadily with Ford, requiring a large inventory of parts and experienced mechanics.



CHUCK AUTEN

The diversity of car and truck lines produced by Ford has helped keep customers coming back over the years and helped keep sales dollars in Cass City. Auten Motor Sales employs nine persons.

## Olson eyes future with Trend Vendors

One of Cass City's newer businesses with an eye to the future is Trend Vendors, owned and operated by Fritz K. Olson of Grand Blanc.

Olson purchased the former Cass City Vending Co., in September, 1973, and offers a full-line vending service including candy, cigarettes, pop, coffee, pastries, snacks and sandwiches.

Olson is no stranger to the vending business. He worked 12 years for Industrial Mutual Co., as operations manager for food service and vending in plants.

"I was in charge of the revenue-producing end which gave me experience in the operation of a vending machine company," Olson said.

Olson said he chose Cass City because it looked to be the best area in which to locate.

"I wanted my own operation," Olson said, "and I'm very happy to be here instead of a metropolitan area. There's more economic stability here."

He explained he chose the name Trend Vendors almost as an afterthought.

"I originally wanted to have some sort of

alteration in the name, something like Trend-Vend," Olson recalled. "But I also wanted my name in it if I could, so we submitted the name Olson Vending Service."

Later, he said, he found out that a Wisconsin firm, licensed to do business in Michigan, carried the name Olson Vending Service.

"I was sitting in my attorney's office trying to come up with some sort of name because the deal was about to be closed, when the name Trend Vendors came to mind. We sent it through and it cleared," Olson said.

Trend Vendors services the Thumb area and has over 100 clients, up over 15 per cent from the original number back in 1973.

"We have definite plans to grow and we will put forth all the efforts needed to expand," Olson said. "We are selling a service—that's our only product. We have to make that service the best possible."

He said volume is the key to expansion, which must always remain the ultimate goal. Trend Vendors employs five persons.

## Service is key in insurance, says Edward Doerr

For Edward Doerr, owner of Doerr Insurance Agency of 6440 Huron St., service is the key when it comes to selling insurance. Doerr, a native of Cass City, has spent 18 years building his agency and in that time has come to know how best to assess individual insurance needs.

Doerr graduated from Michigan State University in 1951 following a hitch in the army. After teaching in a high school at Lake Orion two years, he went to work for Equitable Life in Detroit. After eight years in the motor city, Doerr returned to Cass

City where he worked for the company another three years.

Today, Doerr is an independent insurance agent. Major companies he represents include Michigan Mutual Group, Hastings Mutual, Michigan Life and Western Surety.

"The insurance buyer has become more educated," Doerr says. "He's more aware of what his needs are and tends to like package insurance plans because they provide more protection for the dollar."

Doerr says customers are more conscious of insuring to full replacement value these days, in the wake of inflation and sky rocketing replacement costs.

The biggest change in insurance coverages in recent years has been no-fault auto insurance in Michigan, Doerr says. This has provided one of the greatest challenges to the salesman, since many persons do not understand what no-fault insurance is all about.

"We go through no-fault step-by-step with each customer," Doerr explained.

"We want him to understand exactly what he's buying."

For example, he says, motorcyclists can now take advantage of no-fault with an endorsement on their auto policy.

Doerr has long been active in community affairs. He is a member of the Gavel Club, the Masons, and a deacon at First Presbyterian Church. He is a former teacher at Cass City High School, and has coached several speech teams to state awards.

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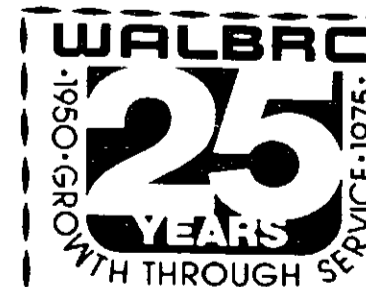
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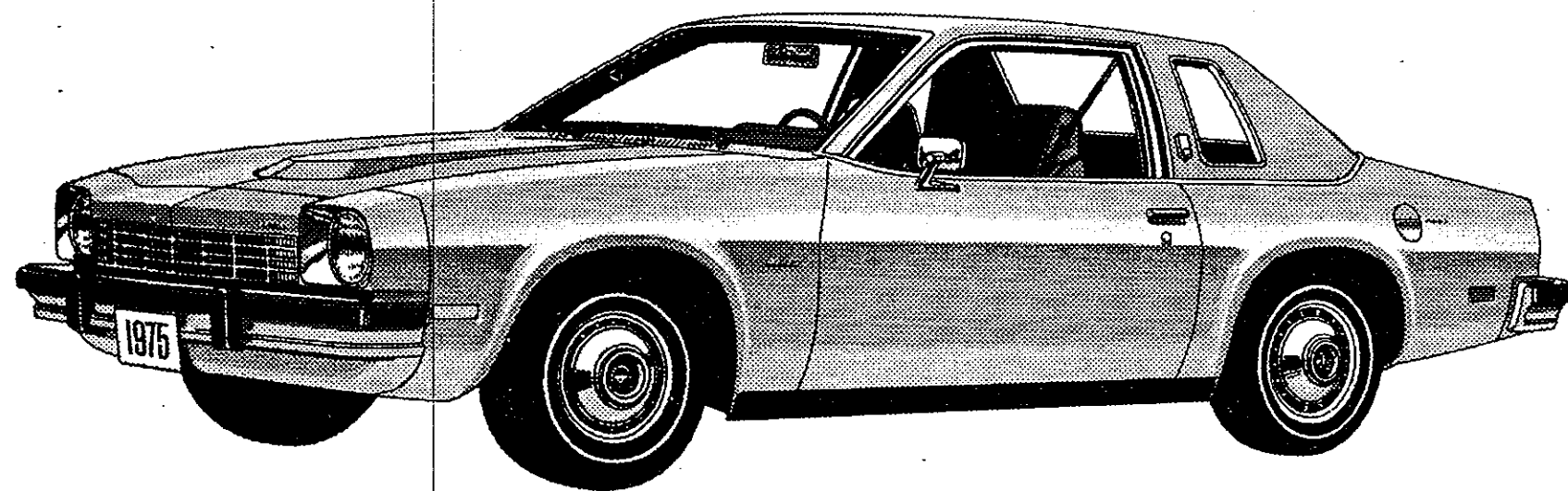
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**OUR CONGRATULATIONS TO WALBRO ON 25 YEARS**

## Innovations keep Ben Franklin modern after 25 years

Ben Franklin in Cass City is 25 years old this year and the Gerald Prieskorns are planning several innovative events to commemorate their silver anniversary.

Innovations in merchandizing has marked the store's operation since it was started by the late Otto Prieskorn and is probably one of the major reasons that it has continued to thrive over the years.

Otto Prieskorn was one of the first in Cass City to see the advantages of affiliating with a chain buying outlet for better service... a trend that now appears everywhere.

When he died in 1958, Gerald Prieskorn continued the trend.

In 1962, he enlarged the store by adding to the back and in 1968 he purchased an adjacent store building and doubled the store's space to 3,000 square feet.

Ben Franklin was one of the first variety stores in the area to switch to self-service.

The switch was made to keep up with the latest trends in store operation. For the same reason, last year another remodeling was completed.

At that time new fixtures were added, the store's displays updated and an electronic ordering system installed.

While active in the business community, both of the Prieskorns have found time to take important roles in community affairs.

Prieskorn is a member and past president of both the Cass City Chamber of Commerce and the Cass City Rotary Club. In addition he has taken a major role in the activities of the retail division of the Chamber.

Mrs. Prieskorn is a member of the Cass City School Board, the Arts Council, the American Association of University Women and has been an active member of numerous committees devoted to community improvement.



Mr. and Mrs. Gerald Prieskorn

## CCDC continues community promotion

The Cass City Development Corporation has played a significant role in the development of industry for the Cass City community and also played an important part in promoting the general welfare of the village and area.

It's a job that is continuing right now. The organization is involved in the fight to preserve the railroad serving Cass City and the Thumb.

It currently has 30 acres available for industrial expansion. A little less than half the land has been leveled and the board is

progressing with plans to develop the site. Pending now is the addition of sewer and water to the location.

One project, just completed, has been the erection of a building that houses the dental clinic of Dr. Paul Chappel.

The corporation was not only involved in securing the site and building in the medical complex near Hills and Dales Hospital but also in negotiations that resulted in Dr. Chappel's decision to come to this community.

Probably the CCDC is best known for its work with Walbro.

It was formed to take land owned by 10 area businessmen and build a building which was leased by Walbro in its young years.

Later some of the land was purchased by Anrod Screen Cylinder Co., the first of the "new" industrial concerns to move to the community.

Other land was sold to General Cable to exhaust the 10-acre site.

Payments for building and land by industry has steadily increased the value of the stock. At the end of 1974 the book value was \$159.50. The stock is traded at

about \$75 per share. Original investors paid \$50 per share.

Although most stockholders purchased shares to help the village, the stock did pay one dividend of 20 per cent.

Today there are some 80 stockholders who have invested in Cass City's future. Two members of the current board were on the original board of directors. They are Clifford Croft and Herbert Ludlow.

Other members serving are: William Krizman, president; Lynn Albee, vice-president; Robert Keating, treasurer, and Mike Weaver, secretary.

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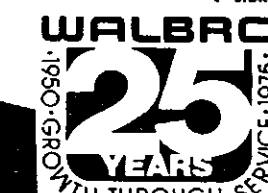
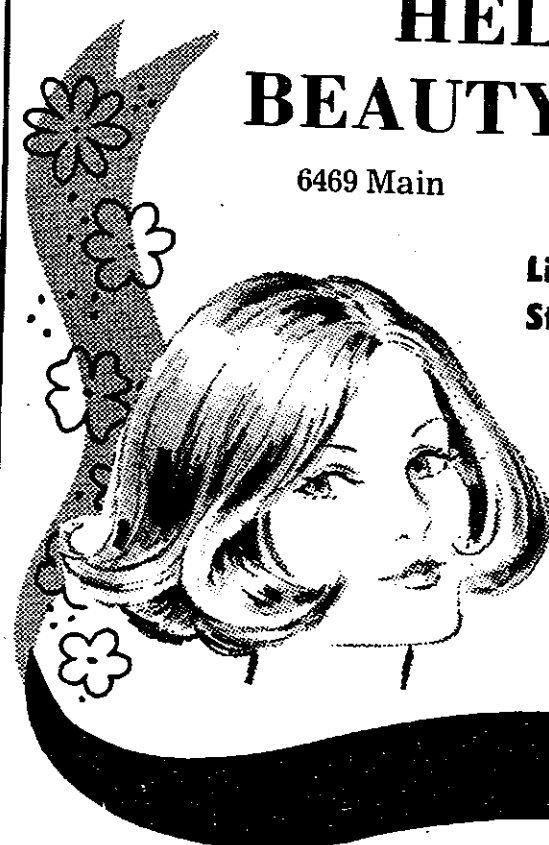
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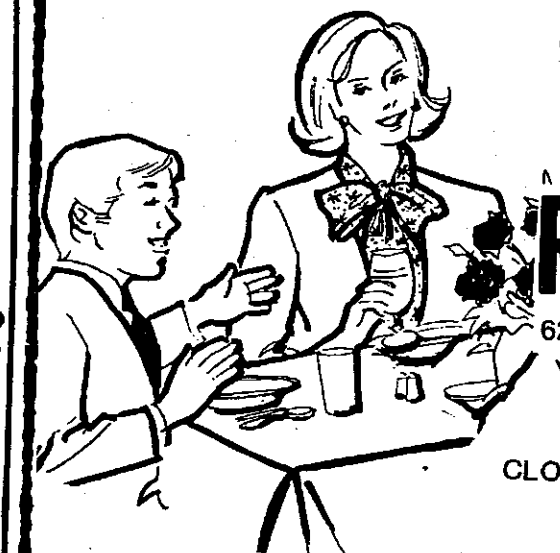
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## Sutters work together in thriving business

In the breast of Tom Sutter beats the heart of a true artist. An artist of the bakery. If I could, says Tom, I'd like nothing better than to do only cake decorating. It's my specialty.

He's quick to add that at Konrad's Bakery there is a full line of baked goods of all types.

Maybe Sutter likes decorating better than traditional baking because baking is old stuff to both him and his wife, Virginia. Sutter has been at it since he was 12 and has 30 years in the bakery business...he started after school.

His wife worked in a bakery before she was married...and that was 22 years ago. The Sutters put their experience to work about 18 years ago when they branched out

on their own.

The couple ran a Detroit bakery for six years and a bakery-restaurant for six years at New Haven before coming to Cass City.

At Konrad's, Tom handles the bakery and his wife handles the restaurant and both are busy, busy.

Most days the restaurant is packed for the noon luncheon meal and the restaurant does a thriving business in the morning when the doors open at 6:30 a.m.

The supper hour isn't stressed as the bakery closes daily at 5 p.m. to keep the couple's hours within reason.

The Sutters have plenty of incentive to work as they are the parents of six children. The eldest is 19 and in college and the youngest is 7.



MR. AND MRS. TOM SUTTER

## Quaker Maid doubles business

In the two years since he and his wife purchased the Quaker Maid Party Store in Cass City, Chuck and Lynda Guinther have seen their business double. The husband-wife team bought the store in 1973 from Don Stilson and have worked to build the business into one of the most popular stores in town.

Guinther, a 13-year employee at Anrod Screen Cylinder Co., decided to go into business for himself because he enjoyed meeting people and wanted a different kind of challenge.

Since purchasing the Quaker Maid Party Store, they phased out a small restaurant section to make room for more groceries. They've also introduced hot sandwiches and pizzas, a favorite among their large student clientele.

"Buying this store was the best thing I ever did," Guinther said. "I really wasn't worried about making a go of it. The business has always been here. The main thing I did was make it into a party store."

In addition to selling beer and light wines, Quaker Maid Party Store also carries a wide variety of groceries, meats, dairy products and other miscellaneous items.

The store also features a game room with billiards and pin ball machines.

During warmer months, the store sells a wide variety of garden plants and flowers. All this helps make the Quaker Maid Store one of Cass City's best stocked all-purpose stores.

The Guinthers believe in the youth of Cass City and help them by providing part-time jobs through co-op at the high school. "It gives the kids a job and helps me out as well," Guinther said. "We find it works out real well."

Quaker Maid is open seven days a week, 10 a.m. to 10 p.m.

## Schuchmann retains Gross' tradition

It's been a little over a year since Hans Schuchmann, formerly of Detroit, purchased Gross Meat Market in Cass City. In that time, he's seen his business continue to grow as it did in past years under the ownership of Jim Gross, who retired after 32 years.

Gross purchased the market in partnership with Fred Maier in 1941. Maier retired from the business after 51 years, with Gross continuing until 1974.

Schuchmann bought the business after owning a meat market in Detroit for six and one-half years. His desire to relocate in a small town brought Schuchmann, born

in Germany, to Cass City where he continues to provide top quality meats in the tradition of Gross and Maier.

Since taking over, Schuchmann has made improvements to the rear of the store, including the recent purchase of a 7 by 9-foot walk-in freezer to provide more storage space.

"The people in Cass City have really accepted us," Schuchmann said. "We've been very happy here."

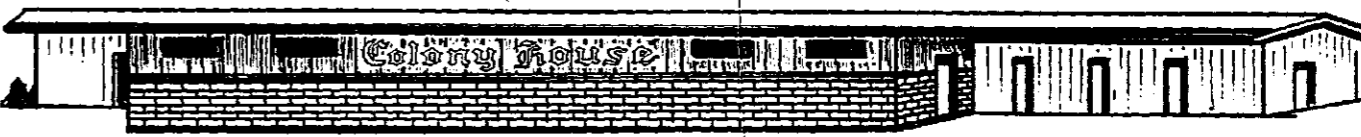
Schuchmann began his career in the meat business as an apprentice in Frankfort, Germany and came to this country at the age of 15. "It's the only thing

I know," he says. "It's what I love to do."

Schuchmann is proud of his homemade German sausage and bratwurst which he recently introduced. Both have quickly become favorites with Cass Cityans.

In addition, Gross Meat Market offers top quality meats, fish and poultry.


The congenial Schuchmann strives continuously to make shopping a pleasure at Gross Meat Market where courtesy is more than just a phrase. He's carrying on the tradition of the home-town meat market in the best sense of the word. He employs five persons.



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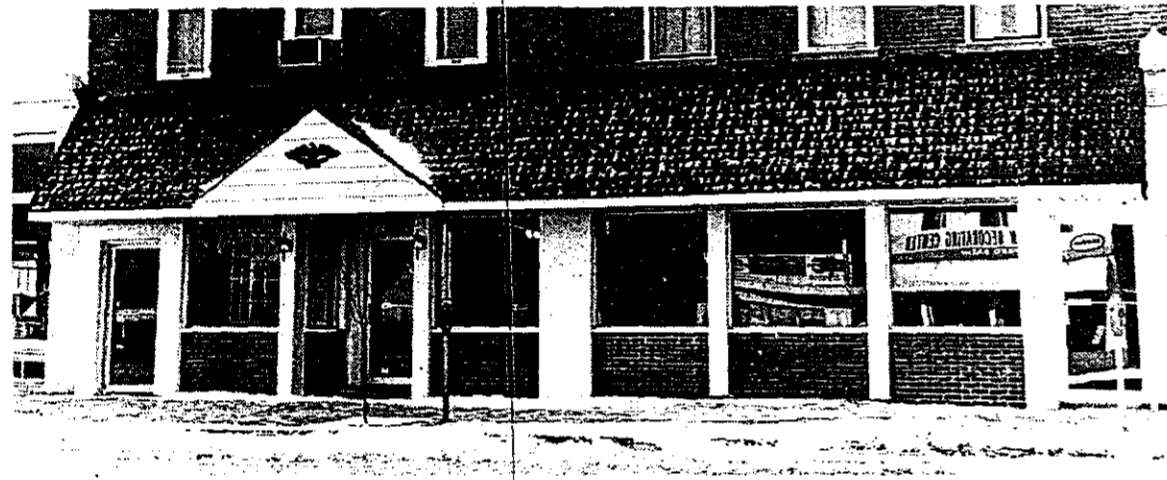
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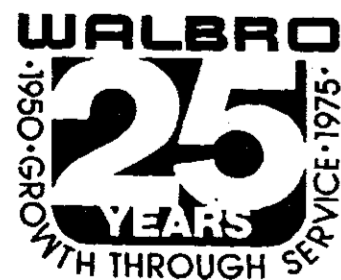


Joan Merchant



Joe Merchant

**BAKING IS A FAMILY TRADITION AT SOMMERS' BAKERY**



Congratulations to all the good folks at Walbro on their 25th anniversary

CASS CITY **SOMMERS' BAKERY** HOME OF IRISH BREAD

## Taste for steak inspires Wildwood Farms restaurant

A taste for steak and a desire to provide the best in food led the late James Anthony and his wife, Joy, to build and operate Wildwood Farms restaurant on M-53, four miles east of Cass City.

The restaurant opened March 4, 1972, on a 40-acre site that can accommodate future growth.

The project began on a small level, more on the style of a tea room. But as plans progressed, the restaurant grew into a 6,000 square-foot combination dining room and bar that has become one of the most popular spots in the entire Thumb.

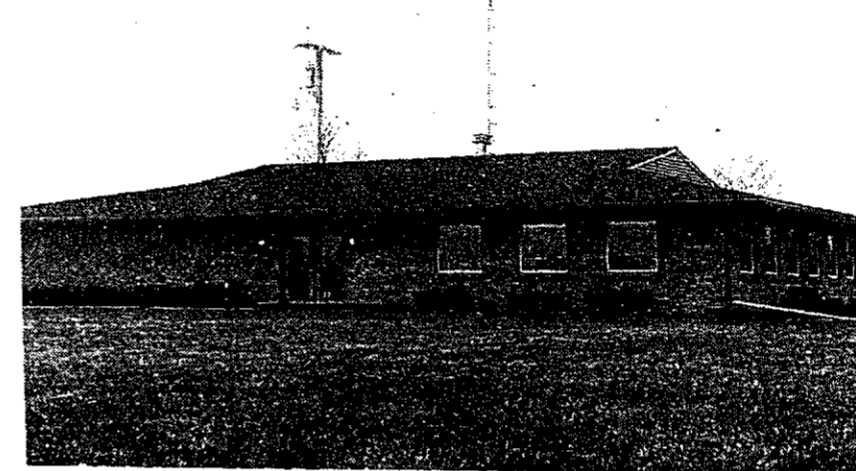
Fine steaks and cuts of beef are a specialty at Wildwood Farms. According to Kim Anthony, whose mother, Joy, owns the restaurant, the family tastes for beef, combined with raising hereford cattle,

made beef the specialty.

The family chose the Greenleaf township site for the restaurant for a number of reasons. For one thing, it borders a major highway, M-53. For another, Greenleaf township has been home for over 14 years and the family decided to keep the business as close to home as possible.

The name Wildwood Farms was transferred from the registered family farm to the restaurant to maintain a unique identity and to fit with the steak and beef specialties.

Capacity of the restaurant totals 285, with seating for 60 in the bar, 100 in the dining room and 125 in the banquet hall downstairs. Wedding receptions, club functions and parties are all handled with ease at Wildwood Farms.



WILDWOOD FARMS

COME TO KAREN'S

# Creative Styling

- Latest Fashions
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Blunt cuts, finger sets, corn rows, layered looks... all the newest styles! For this Spring, shorter is better... and we know the greatest short cuts!

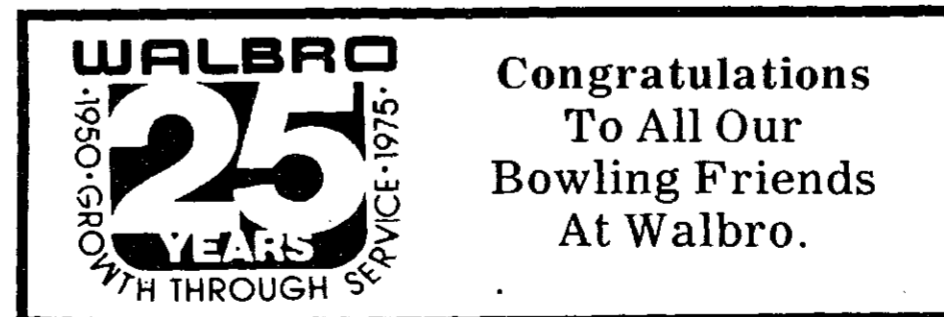
BEST WISHES to Our Friends at Walbro On 25 Years Of Progress

## OUR CONGRATULATIONS

### TO OUR LEAGUE AND INDIVIDUAL CHAMPIONS FOR 1975



Cass City Lanes - Growing with Cass City



## OUR THANKS

TO ALL THE TEAM SPONSORS WHO MAKE THE LEAGUES POSSIBLE.

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**Our Expert Electricians  
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**Best Wishes ... WALBRO—**

## MARTIN ELECTRIC CO.

4180 Hurds Corner Rd.

Phone 872-4114

## Expanded staff to provide better local health service

Recent additions to the Public Health Nursing Staff of the Thumb District Health Department will mean increased benefits for all residents of the county. Some of the services that the nurses help provide include an Immunization Clinic, Family Planning Services, Hypertension Screening Clinics, Medicaid Screening Clinics, Expectant Parents Classes, and Communicable Disease Control. The nurses also spend a considerable amount of time providing service to the school system.

In addition, one of the most basic services provided by the nurses is the home health nursing program. This professional nursing care is available to all residents of Tuscola county and is designed primarily to serve patients who are confined to their home and are under the care of a physician.

The nurses can provide services such as dietary counseling or the demonstration of prescribed exercises, but possibly their most important function lies in patient and family education. They can instruct both the family and the patient to perform many basic nursing

functions. This includes instructions in how to give injections, how to apply surgical dressings, how to bathe patients and how to carry out treatments and exercises as prescribed by a doctor. The nurses will also assist families in setting up speech therapy and physical therapy services which are also available to home health patients.

Under home health services no one is denied care because they are unable to pay. Medicare, Medicaid or private health insurance companies will make payment for any patients who qualify for the program. Fees can also be

adjusted according to the ability of the family to pay.

There are times in almost every family when one of its members is ill or disabled, and may need the help of a public health nurse to perform personal care services. Usually patients are referred by private physicians, hospital personnel, or a social worker. But a family member, relative or friend may also request Home Health Services.

For more detailed information check with your family physician or call the Thumb District Health Department at 673-4178.

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**SATISFY YOUR NEEDS**  
**Fast!**  
**CASS CITY CHRONICLE**

## BEST WISHES



**25th ANNIVERSARY**

**OPEN HOUSE**

## EVANS PRODUCTS COMPANY

AUTOMOTIVE DIVISION

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Gagetown

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## JACK'S BAR

CASS CITY

Best Wishes To All Our Friends  
At Walbro

# Young Jim Perry a veteran craftsman

There are some high school boys who know what they want to do long before they leave the cloistered ranks of the school building. There are a few, but not many.

One of them is Jim Perry, owner of Superior Collision Service on Cemetery Road, 1/2 mile south of the village limits. Perry started bumping and painting cars in the barn at home and he's been at it

ever since. After graduation from Cass City High School in 1955 he went to work in local shops working for eight years to perfect his skills.

Except for a year in a Flint factory that's all he ever did...and he moonlighted as a bumper-painter while in Flint.

In January 1970 he formed Superior and it thrived from the first. Perry hires two

persons to help now and still calls on his wife and two children to work as needed. We're a family concern, he says with a grin.

From the first, the business has grown because Perry insisted on the best possible work on any job.

Now Superior offers expert service in

frame straightening, bumping, painting, front wheel alignment and tire balancing. At Superior, Perry has installed a stock of windshields so that replacements can be handled with a minimum of delay.

We welcome all work, large or small, says Perry and are glad to estimate any work needed.

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# SEND The Cass City Chronicle

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Hundreds of extra copies will be sent out by residents who want those beyond our borders to know about the community's fine churches, schools, businesses and factories, and, most of all about its fine people.

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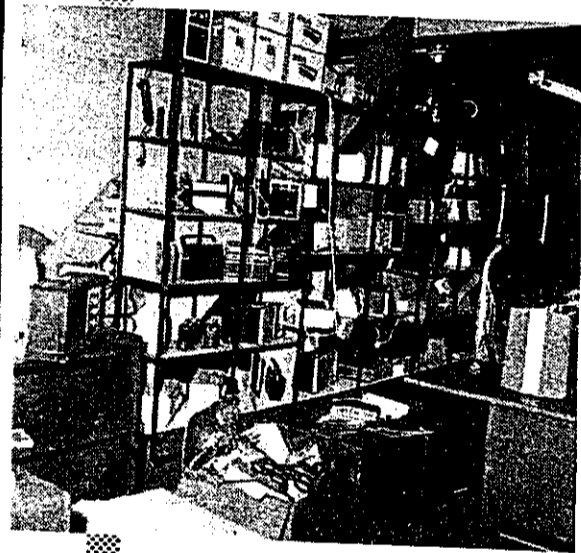


# Prices slashed ON EVERY major appliance

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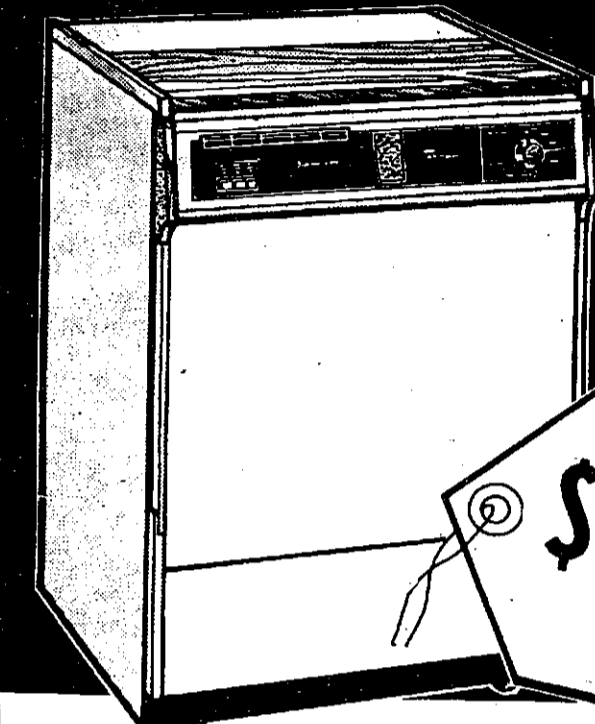
CONGRATULATIONS

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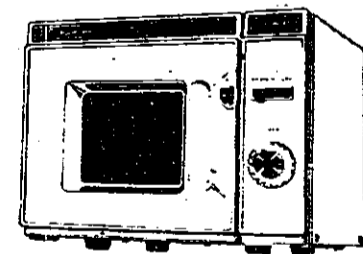
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Model SXF325

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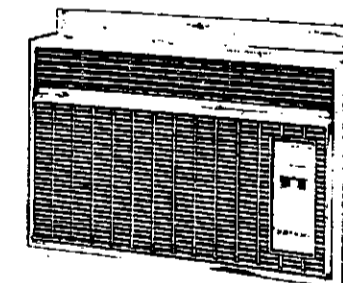


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Insta-Mount installation. Installation is quick and easy. Accordion-type pull-out sections are adjustable to fit your particular window width. Makes a secure, permanent weatherproof mounting.

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12.71 cu. ft. fresh food storage plus 220-lb. freezer • No-Frost system means no defrosting • Activated charcoal air purifier • Adjustable cantilever shelves • Porcelain-enamelled meat keeper and crisper • Factory-installed wheels • Slide-out freezer baskets • Adjustable door shelves • Automatic door closers.

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