Ask Us About Printing

#### Diamonds - Watches - Jewelry Repairing BLUE WHITE DIAMON'DS

of the finest quality, in a dazzling assortment of sizes—and you'll be pleased at the reasonable prices. Let us show them to you.

MIX the JEWELER

123 We MAPLE AVENUE

#### PERSONALS

### Weddings

Buchange Marrison
Tuesday, August 16s, at 3 p.m. at
the home of Mr. sand Mrs. William
Smill on the Calter estate, in Bloomfield township, Rev. G. M. Thompson
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for an and Mrs. Caltering service
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Castile—Weinger
Monday vening, Naytust 30, at
d eight o'clock, Miss Ingila Castile of
DeWitt, Mich, was Minde in manting the township
township township
to be township
townshi

**Advertise** 

this Paper

#### BIG ART HELPS AT STATE FAIR



FOR MAN

There is no substitute from a dairy where all the health safe, guards are used. We sell you the milk your

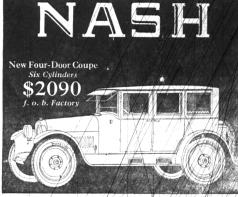
## Advertise in the 'Eccentric'

To tell them all the truth and why-That's advertising; To tell them that they ought to buy That's moralizing; To spring a "new one" on the siv-That's quite surprising; To twist what other merchants cry-That's trite revising: To sell a prune by talking pie-That's cheap disguising; To say a thing can never die-That's mere surmising; To knock against the other guy That's paralyzing; sell sans ad to caton the eye

That's exercising

That's simply lying!

But telling them a whale can fly



They've Come! The NEW Four Door Couper Our first shipment of these outstanding new Nash models is here. Only a few are allotted us. Buyers will take them guickly. So come in at once, See the important/new Nash developments in engi neering refinement, body graftsmanship, and laxy rious equipment. More than ever this model stands out as the market's greatest value of its glass And note this - despite all the expensive improvements and added attractions Nash has not raised the

FOURS and SIXES - PRICES NOT ADVANCED

Models range from \$915 to \$2190 f.//. b.

BELL BROS. GARAGE LOCAL DISTRIBUTORS

Standard Oil Company

# The Truth About **Gasoline** Prices

HE Standard Oil Company (Ind.) iana) has announced an immediate reduction in the price of gasoline of 6.6c per gallon applicable throughout the entire territory in which it does business.

It asserts that the retail prices thus made are below the cost of production and distribution.

The Governor of the State of South Dakota, buying distress gasoline below cost of production, and charging against the State no adequate cost of distribu-tion, is selling gasoline to the public in the State of South Dakota at 16c per gallon.

The Standard Oil Company (Indiana), operating on its established policy that the customers who purchase its goods should never be compelled to pay a higher price than that fixed and maintained by any competitor, quality/and service being duly considered, has met this price.

Other State Executives and Officers of Other State Executives and Officers of municipalities, with entire propriety, have suggested that any prices made in South Dakota be made applicable in their States. Competitors in other states and communities over the territory, also buying distress gasoline below cost of production, have also cut the prices hitherto established and maintained in substantial governity agreement. tained, in substantial amounts.

In establishing the above price, the Standard Oil Company (Indiana) is not endeavoring to injure any of its competitors in any way.

It deprecates the stand taken by some of its competitors that the Standard Oil Company (Indiana) is endeavoring, by reason of meeting these cuts in price and these demands for lower prices, to put its competitors out of business.

The Standard Oil Company (Indiana) The Standard Oil Company (Indianay does not wish to put any competitor out of business because it feels that competitors are necessary to the successful conduct of its business. It will welcome a change of attitude on the part of all parties concerned resulting in a reasonable price for gasoline which will/enable not only it but all of its competitors to eniov a reasonable profit. enjoy a reasonable profit.

It recognizes that the majority of its competitors are fine business men, entitled to the fairest treatment both by the public and by this Company.

The present situation is an exact parallel to one where the butcher, the grocer, the druggist, the dry, goods/and shoe mer-chants and every other retailer would be forced to sell at less than the wares cost.

How long would it last? What would a condition like this do to all of us—if it persisted and spread?

We want no monopoly—seek none. We want your trade—but only on the basis of quality and service—not as the result of impossible prices.

We want competition—you want us to have it. It makes the scales of business

These are not idle words. They mean just what they say.

(Indiana) 910 So. Michigan Ave., Chicago, Ill.

122 East Maple Ave.

Phone 709

Birmingham, Mich