When you are in need of GOOD PRINTING, do not get excited and worried as to how and when you can get it done—just rest assured in the knowledge that the BIRMINGHAM ECCENTRIC is equipped to handle the job, and bring in the "copy" for an estimate.

Birmingham Eccentric

"For a Bigger and Better Birmingham"

It is an established fact that the merchant who really wants to render patrons a service uses ADVERTISES his merchandise consistently.

A glance through the advertising columns of THE BIRMINGHAM ECCENTRIC each week will bear out this fact.

FORTY-SIXTH YEAR—NO. 37. BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, FRIDAY, JANUARY 4, 1924. $1.50 PER YEAR—SINGLE COPIES 5c

MICHIGAN IN LEAD OF ENTIRE U.S.A. IN 1923 ROADMAKING

Wolverine State's 1923 Mileage Was Biggest, Declares Bulletin

UNCLE SAM HELPED

But the Main Foundation Was Immense Tax Fund Paid By Loyal Motorists

Broad gratification over the progress of Michigan road improvement realized by the actual experience of touring motorists is strikingly confirmed in a bulletin of the bureau of Good Roads which functions at Washington within the Department of Agriculture. This bulle in places Michigan in the lead of all the states, in number of miles of roads surfaced during 1923.

To reach this distinction Michigan surfaced approximately 2,900 miles of highway—a record-breaking total.

Indiana, a state famous for its graveled trunk lines, and one which has been for many years highly progressive in its expenditures for this purpose, stood second, with 2,435 miles of freshly surfaced highway.

Uncle Sam Helps

In this road building achievement, Michigan has been greatly helped by the federal aid plan through which Uncle Sam matches, virtually dollar for dollar, the state's expenditures for approved type of highway. These highways must pass government inspection before the government's share is paid, thus ensuring that the construction is correct and lasting.

In this connection it is of interest that the federal government is now holding a fund of over eight million dollars at present available for further aid in Michigan road building.

But the main basis for all road building in Michigan continues to be the huge sum which Michigan motorists annually pay into the state treasury in the form of licenses, horsepower tax and similar imposts. More than $10,500,00 was collected by the state from its motorists in this way during 1923 and it is estimated that over $12,000,000 will be collected in 1924 from the same sources.

Motorists Are Loyal

On a fair valuation of $200,000,000, Michigan motor cars are carrying a tax burden obviously heavier than that of any other property in the State. That these taxes contiue to be cheerfully paid is certain evidence of the enthusiasm among Michigan motorists for the good roads cause of which they have always been the loyal and unselfish supporters.

It is these taxes from which the state government derives, directly or indirectly, a large share of the huge sum which, duplicated by the national government, has enabled Michigan to assume the lead of the whole country in improved highway construction.

OAKLAND AGENCY NOW OPENED HERE

R. H. Carson and A. T. Hamlin Establish Sales and Service Station

AT 119 N. WOODWARD

Announcement was made this week of the formation of the Bloomfield-Oakland Sales and Service, to be located at 119 North Woodward avenue, Birmingham, to handle the well-known Oakland cars for all the territory between Pontiac and Eight Mile road. R. H. Carson and A. T. Hamlin are the owners.

Mr. Carson, who resides on East Maple avenue, is well known to Birmingham and nearby residents. He came to Oakland county in 1920 as county representative for the Federal Petroleum Co.

Mr. Hamlin for the past two years has been operating the Oakland Sales and Service at Woodward avenue and Ten Mile road, in Royal Oak. He has been in the automobile business all his life.

"We intend to have a real organization here," said Mr. Carson this week. "Every man in our company has been previously connected with the Oakland car in some way. J. K. Hughes, our sales manager, has been with the Detroit-Oakland Sales and Service for two years, and Earl Byrd, a cracking good service man, was connected for three years with the Oakland branch in Nashville, Tenn."

Mr. Carson stated that the new salesroom will be fitted up with a complete service equipment and accessory store. An unique method of advertising for their opening has been planned by giving away, free, $500.00 worth of merchandise.

Motorists Clamor For License Plates

BIG CROWD DAILY SEEKS 1924 NUMBERS AT PONTIAC BRANCH

More than 1,500 auto license plates have been issued at the Pontiac branch office of the department of state since the opening of the sale last Friday morning, J. Byron Judd, manager, announced this week. Two lines of people waited to make their applications on several days, and Mr. Judd says that the office has been as busy every day since the opening of the sale.

"How I Earned My First Dollar" --As Told By Prominent Citizens

By Phyllis Myhrs

Last Friday, after the Eccentric was printed and rushed over to the local postoffice, I turned to the editor and asked, "Well, what'll I do now? What kind of a story shall I attempt for next week's paper?"

"H'm—let's see," he said, scratching his head in deep thought as he evidently plunged into the business of thinking up something that might interest his readers, "there's one thing that I'd like to see in the Eccentric that we've never before attempted. Suppose you go out and ask some of the prominent men and women of Birmingham how they made their first dollar. That ought to make good reading."

So, folks, I went out and spent about two days at the task. I tried to reach everybody possible in the time I had. So, here goes the first installment, we'll have more next week. The editor says I can ask you to send in your own stories on "How I Made My First Dollar," if you will; we'll print them in future issues of the paper.

The first stop I made was at the Erwin & Smith Market. Auvry Smith paused over a T-bone steak and replied to my question: "The first dollar I earned was when I was 12 or 15 years old. I used to peddle milk around town in pint and quart pails for Mrs. Paddy McCale. I'd work about an hour a day for 25c a week."

"Well, let's see," said Fred Quarton of the Quality Grocery, "I earned my first dollar packing red raspberries at two cents a quart. I used to work for Samuel Alexander then; you know he's the head botanist in was Michigan, now."

"I used to work for a dollar a week in George Mitchell's Drug Store. He used to be where I am now. And say, I couldn't have been more than 15 years old then," said Charles J. Shain of Shain's Drug Store.

"If you knew how much I earned a day you'd laugh," said E. A. O'Neal of the Harness and Leather Goods Store. "My first money came from drawing milk for a cheese factory. I was quite a kid then, just learning to handle a team. For a year of work I earned an even hundred; and that's the money I used to start this leather goods business 38 years ago."

"When I was a very young boy I was apprenticed to a tailor," said Charles H. Peck of Peck & Son's tailor shop. "It was eight months before I earned anything; after that I earned two dollars a week for a while."

"Forty-five years ago I used to peddle newspapers; for a wile it was the 'Birmingham Post.' I earned about 15 cents a week at that," said J. Bert Peabody, retired business man of Birmingham.

Said R. K. McClellan of the McClellan Feed Store, "I earned my first money back in '95 in the Free Press agency of Birmingham. Guy Blair worked with me. As I remember, we had a subscription list of about 1,000. I made a profit of about $5 per week."

"The first money I earned was when working on my father's farm picking berries," said John Lawson of the Lawson & Erb Lumber Co. "Did you save your money?" asked someone. "No, I can't say I ever did until after I was married," Mr. Lawson answered. "Quite a feather in the Missus' hat, we'd say."

Said Dave Bliesath, proprietor of a local blacksmith and machine shop, "I earned my first money catching ground moles; we'd clear off their paws and take them to the county clerk for a bounty. During a season we'd get 50 or 60 of them. In that way I earned enough to buy myself a pair of ice skates."

"When I was a kid," said E. R. Smith Sr., of the Weir & Smith Trucking Co., "my father kept a sheep pen where he washed sheep for different people. Each sheep was worth ½ cent a head for washing. So my father told me I could have all the loving cup collected from the farmers around who brought their sheep

(Continued on Page 3)

Safe, Sane, Sober—Village Greeted New Year's Morn

Nary An Accident; And Local "Hoosgow" Shelters No Spirited Occupants

JUDGE TAKING REST

Unmindful of a reputation to be upheld, the New Year crept in on Birmingham with no accidents reported and no one spending the first night of the new year in the Village "detainer" as a result of his New Year's "spirits." This is an almost unheard of incident and seems extremely fortunate in the face of the fact that Detroit is heralded as spending the most hilarious and generally intoxicated New Year's eve since the 18th amendment went into effect.

There was a general lament among the older and more conservative residents when early Monday evening a blizzard with a driving snow appeared. It was generally thought that the roads would be literally strewn with wrecks of cars containing those returning from the old year's festivities. It is unaccountable except that those in and around Birmingham must have enjoyed the saner methods of greeting the New Year.

Justice of the Peace Buck also reports that, though it is extraordinary and unexplainable, up to Wednesday evening late he had not had one speeding case in over a week. It seems that someone's New Year's resolution went into effect before scheduled.

There was one accident reported New Year's Day which occurred just north of Birmingham on the Dodge road when a sedan owned and driven by John Thompson, living on the 15 Mile road, skidded and turned over in a ditch. The driver and occupants were unhurt and little damage was done to the car.

Married People's New Dance Dates Are Announced

Will Be Held On Tuesdays In January And February; For Student Fund

As has been already announced, the Married People's Dancing Club will give another series of dancing parties, these dances to take place during January and February. The dates set are for Tuesday evenings, January 15, January 29, February 12 and February 26. They will be held at the same place as before, the Odd Fellows' Temple on Pierce street.

These parties, which are informal, serve a double purpose. They have helped to introduce new residents in town to the old ones and have added over $100 to the Student Loan Fund of Birmingham. All proceeds from the next series will also be added to this fund. In order to insure a good attendance at each dance, the committee have arranged to sell tickets for the whole series of four besides the individual dances.

Those on the committee, Mrs. Clinton Sears, Mrs. Charles Shain and Mr. Whiting Raymond, remarked, "Those who attended the other dances know that they met a surprising number of the new residents of Birmingham and vicinity to their gratification and pleasure. If you wish to add to your list of acquaintances, you will find in these dances the direct means of promoting many new friendships."

ECO CITY HOLLERS ABOUT ITS TAXES

Complaints About Roads Made To Bloomfield Township Officials

MAY FORFEIT BOND

Many residents of Eco City are seriously considering about the time of their annual winter taxes, according to Mrs. Mabel Smith, Treasurer of Bloomfield Township. Special emphasis was laid by them against the levying of a Township Road Repair tax, the Ecoites contending that they will receive no direct benefits from such a levy.

"We have had more complaints from Eco City than any other part of Bloomfield Township," declared Luther D. Allen, Supervisor, this week. "As a matter of fact, more complaints have come from Eco City than all the rest of the Township together. While I regret that any taxation should work a hardship on a property owner, I feel that Eco City has no just cause for kicking."

"Take the matter of the Road tax," he went on, "of course, we must tax residents of Eco for keeping up the roads. But, say the citizens of Eco City, "the Township does not keep the roads in our immediate subdivision in good shape." And the answer to this is simple. The roads of the Leinbach-Humphrey subdivision, known as Eco City, have never been accepted by the Bloomfield Township Board.

"Leinbach-Humphrey once had the roads of Eco City in good shape; then they installed sewers in most of them, causing them to be torn up, from which condition they have never been fully repaired. In accepting their plat, we demanded from them a bond that guaranteed the proper fixing of their streets. Unless somebody gets after them on their roads before next summer we shall have to make them forfeit the bond and do the road repairing ourselves. Common decency to the residents of Eco City demands this action."

Mr. Allen, in response to certain other complaints, told several of the Ecoites that they should not feel badly over their taxes, stating that it took the taxes from about five Eco City homes to send one of their children to the Birmingham schools.

"ORPHANS OF THE STORM" TO BE HERE

"Orphans of the Storm," said to be one of D. W. Griffith's best parallels to "The Birth of a Nation," will be screened at the Baldwin auditorium in the high school next Monday evening, Jan. 7, starting at 8 o'clock. The Gish sisters, Dorothy and Lillian, take the leading parts.

"Orphans of the Storm" is one of the truest portrayals of historical fact that I have ever seen," declared Superintendent of Schools Clarence Vliet, this week, in speaking of this picture. "It is a picture of the days of Louis XVI, of Danton, Robespierre, showing scenes about Paris and other parts of France."

Proceeds of the entertainment will be given toward the Student Loan Fund, according to Mrs. Charles J. Shain, chairman of publicity for the entertainment committee.

DR. GEO. W. CORNS, DENTIST
EXTRACTING WITH GAS
ASSOCIATED WITH DR. CRAWFORD
adv52tf

D.U.R. WILL OFFER COMMUTER FARE, EFFECTIVE JAN. 10

Railway Co. Will Put on 60-Day Experimental Trial for Regular Car Riders

ALLOWED RATE BOOST

Increase of 2½ Cents per Mile Allowed by State Public Utilities Commission

Although the Detroit United Railway, through a decision handed down Wednesday by the State Utilities Commission, was permitted to put into effect an increase in interurban fares, effective Jan. 10, such an increase will not entirely affect the Pontiac, Oxford Lake and Flint divisions, according to word received late yesterday from D. U. R. officials. On the contrary, by establishing an experimental trial lasting at least 60 days, of commutation service over these three lines, fares will be, in some cases, less than the present two cents per mile. The new rate allowed is from 2⅞ to 2½ cents per mile.

Therefore, beginning Jan. 10, commuter's books will be sold by the D. U. R. In Birmingham they may be purchased at the waiting room or the car barn, as no books will be sold by conductors.

Tickets will be issued in the following amounts: 20 single rides to be used in 30 days on local or express cars by purchaser only; 30 rides in 60 days on locals or express for purchaser or his family, when together; 50 rides in 60 days on local, good on all lines for holder and party. The average charge per passenger mile under this experimental commuter's plan will be about 80 per cent of the rate of 2½ cents allowed under the new ruling, or about the present rate of fare.

An innovation to be tried by the D. U. R. over the Pontiac and the Flint lines will be to supplant the present Six Mile road stop by Ford's factory, thereby making the new rate of fare less than the present one. As an illustration, Birmingham riders now pay 28 cents to Ford's; under the new rate effective Jan. 10, by buying a commuter's book, the fare would be but 23 1/3 cents, and Cadillac Square would be 29 cents, as against the present 28 cent charge. Passengers riding without commuter's books will pay 33 cents to Cadillac Square.

The continuation of the commutation service, however, will depend entirely upon the stand taken by the people who desire such service, it is said. This element is easily seen in the Utility Commission's decision where is reads: "... but nothing herein contained shall be deemed to preclude the charging of lesser rates of fare, provided the same rates of fare shall be charged on all portions of said railroad where the conditions shall be substantially similar; and if commutation or other special rates shall be offered to or from any municipality similar rates computed on a substantially similar basis shall be offered to or from any other municipality where the conditions are substantially similar, if such municipality shall decline to accept the service, and shall by proper official action, so advise said railroad, but the existence of the competition of other means of transportation and the relative extent or severity thereof shall be deemed to affect the similarity of conditions."

The decision leaves it entirely up to the officials of a community desiring commutation service to provide, by local and other legislative means, a condition of fair competition between the interurban property and the competition of other means of transportation," it is claimed.

People Are More Prosperous This Year, Is Claim

Steady Stream Of Tax Money In Township Augurs Well For Prosperity

$100,000 NOW PAID IN

Evidence that the residents of Bloomfield Township are more prosperous than they have been in many years is shown by the tax collection figures made known by Mrs. Mabel Smith, Township Treasurer, this week. Approximately $100,000.00 has been collected by her during the period starting December 11 and ending December 31, 1923. This amount, she said, was larger than ever collected before during the same number of days.

Until January 12, the annual winter taxes will be received at the one per cent charge, after which the four per cent penalty will go into effect.

Judge Stockwell, Now 80, Is Kissed

Everyone of many years can easily remember Joseph S. Stockwell, who, about 40 years ago or more, clerked for Orson W. Peck in the corner store where the Birmingham Hardware now is, and who was a friend to all. Joe, as all called him, later moved to Pontiac, and with riches, just rose naturally and soon became Probate Judge of Oakland County and held this honorable position for years and years. He must be somewhere near 80 years old now and safe.

The other day he was in town and, as he landed on the sidewalk in front of Shain's store, came face to face with one of the best of our "unclaimed blessings," an old-time friend, and both were pleased over the meeting. As they clasped hands, Joe exclaimed, with a hopeful tone in his voice, "Florence, I've a notion to kiss you," and Florence demurely replied: "Joe, I've a notion to let you." Bam! ! ! 'Twas all over in a minute and both separated smiling and well pleased.

Shipment of Fish Arrives For Lakes

160 CANS RECEIVED FOR PLANTING IN LAKES OF OAKLAND COUNTY

One hundred and sixty cans containing on an average of 300 minnows each, were unloaded on trucks at the Grand Trunk depot in Pontiac last week from the state fish hatcheries at Bay Port. The shipment was met at the depot by a number of members of the Oakland County Sportsman's Association who had arranged for the planting of the minnows in several county lakes.

The fish were perch, bass and walleyed pike and were from two to four inches in length. They were planted in Orion, Elizabeth, Crescent, Gravel, Walled, Union, Scott, Loon, Silver, White, Cass, Pine and Long Lakes. The shipment came in a special car used to convey the fish about the state. It is said to have been the third car sent recently from the hatchery for planting in lakes of the state.

DONDERO TO SPEAK HERE MONDAY EVE

To Talk On "City Form Of Local Government"; Public Is Invited

PETITIONS ARE READY

Two matters which may prove of vital importance to the future of Birmingham occurred this week in official Village circles. One of them was the acceptance by George A. Dondero, former mayor of Royal Oak, of an invitation to appear at the Commission meeting next Monday night to speak on "The Advantages of City Form of Government Over That of Village." The other was the placing in the hands of the Village Clerk the proper legal petitions which, when duly signed, will compel the Village Commission to place on the ballot at the March election the proposition of the changing the local government to that of city status.

Although he has been laid up for several days at his home, Mr. Dondero said, in a telephone conversation Wednesday night, that he was planning to make a talk before the Village Commission at about 8 o'clock next Monday night. Residents of Birmingham are invited to attend.

According to Frank L. Doty, Village attorney, who drew up the petitions for the change of government here, about 400 signatures are all that need to be obtained to place the proposition on the ballot. It is believed that the petitions will be circulated within the next week and duly presented to the Commission, as they must "lie on the table" for 20 days before official action is taken on them.

Just what will be done about a Charter Commission is not known, as no discussion of this phase of the matter was brought up at the special Commission meeting Wednesday night. It is held that, should the proposed change in form of government be placed on the spring ballot, it will be necessary to elect a Charter Commission to revise or amend the present Village charter.

ARRANGEMENTS COMPLETED FOR MASONIC GALA EVENT

January 12th Is the Date—Public Is Invited

The committee on arrangements has not overlooked one little detail in making preparations for the public dinner and entertainment to be held on January 12th in the new Birmingham Masonic Temple. A several course dinner will be served continuously from 5 to 8 p.m. that will satisfy the cravings of the hungriest appetites in and around Birmingham.

There will be plenty of entertainment for all. For those who indulge in the Terpsichorean art, there will be dancing from 9 to 12 o'clock. The card and pool rooms also will be open on this night. A limited number of tickets are now being sold. They can be purchased from any Mason in Birmingham and vicinity.

The Masons in and around Birmingham are justly proud of their new Temple and the generous public is invited to attend this dinner and entertainment. From all reports, it will go down as one of the bright spots in Birmingham Masonic social life.

SURVEY OF 1923 DEPICTS NO GREAT DEVELOPMENTS IN LIFE OF VILLAGE

ARNOLD FURNITURE CO. CHANGES OWNERS

An announcement that will undoubtedly prove of interest to local and nearby residents was made late last week when it became known that the Lewis Furniture Co., a corporation owned and controlled by Flint business men, had purchased the Arnold Furniture Co. of Pontiac. The deal was consummated by Emanuel Lewis, who, with B. J. Wyman, two of the three members of the firm, will move to Pontiac to assume active direction of the new enterprise.

M. Rosenblum, president of the Lewis Furniture Co., is also president of the Kolacker Furniture Co. which owns and operates 10 stores in New York, Pennsylvania, Ohio and Michigan.

J. G. Zemer, who is well known in Oakland county through his long association with Clyde Arnold in the Arnold Furniture Co., has been retained in the capacity of office manager, according to Mr. Lewis. Leonard Lewis, who graduated from the University of Pittsburgh, will be sales manager of the new corporation.

Clyde Arnold, former proprietor of the store, stated this week that as yet he had formulated no definite plans for the immediate future, although he has a number under consideration.

Mr. Lewis stated that buyers are leaving for Chicago and Grand Rapids, and that they intend to increase the present stock of merchandise greatly as soon as possible.

50 Years Ago On A New Year Day

Speaking about the difference in celebrating New Year's now and fifty years ago in Birmingham, there is some difference. George H. Mitchell tells about how he with A. Whitehead, Stewart Opdyke, John Albee, McAllister Randall and Eben Parker, some 50 years ago, hired Jim Beattie's big open barouche one New Year's day and made calls, as was the fashionable thing to do at that time. All the girls kept open house and on arriving at the home of the lady to be so honored (?) "Happy New Year's" were sung out to everybody, but it sounded more like "Penuyeah" along in the afternoon.

"The doors were open at all homes and cake and wine were served and the next stop was soon made and the same celebration was repeated," said Mr. Mitchell this week. "At night all went to the National Hall New Year's Dance, which began at six o'clock P. M. and was kept up till seven the next morning. Bar open all night, and everybody trying to get brim full. Remember one morning about five o'clock of hearing one hard drinker complaining to Jim Beattie like this: 'Say, Jim, wot 'tell smatter? I come here pretty full and wanted to get fuller, but more 'n 100 drinks and got dunk, my skin I am perfectly sober?' Fact. It was a common joke that after 12 midnight Jim sold half and half—half whiskey and half pump-water, and many said some of the time it was clear at ten a drink."

ANNUAL ELECTION SET FOR MARCH 10

McBRIDE AND BELL WILL NOT BE CANDIDATES FOR RE-ELECTION

The date for the annual Village election is Monday, March 10, according to Hazel Clark, Village clerk, made known this week.

J. H. McBride, president, declared Wednesday that he would not be a candidate for re-election to his office. His successor, under the new charter, amendment adopted last spring, will serve for two years.

Commissioner Bell has also signified his intention of not accepting nomination for re-election.

Commissioner Bingham of Purdy street will hold over for another year.

Hazel Clarke, although not definitely certain, will announce for candidate to succeed herself in the office she has so splendidly held for three years.

230,000 Maps Of the County To Be Given Away By Dodge Bros.

Will Show Location Of All Recently Acquired State Parks

Comprehensive road maps of Oakland County showing the location of all the recently acquired state parks and all improved roads and containing on the back a printed list of all the lakes in the county with their locations are being printed for the Dodge Bros. and Howard Bloomer of Detroit. They are to be distributed free to every purchaser of an automobile license in the state. The printing order calls for 230,000 of the maps. The object of the gift is to give the state directions for reaching the state parks in Oakland county. The Bloomers and Dodges who presented the properties as public playgrounds are anxious that they be used to the limit by the general public.

THE HOME FIRE INSURANCE COMPANY
(Largest of America)
Has issued a handsome Calendar for 1924 showing the Betsy Ross House in colors. They are being distributed by their Birmingham agents,
WHITEHEAD & STANDART COMPANY
Real Estate—Insurance of All Kinds
110 North Woodward Ave. Tel. 321
adv52tf

WIDER WOODWARD FUND COLLECTED

Association To Use Money For Educational Work During Winter

Subscriptions totaling $9,000 have been pledged to the fund being collected by the Greater Woodward Avenue Association to finance that organization in its co-operation with state officials in securing right-of-way for the wider Woodward project and to carry on an educational campaign throughout the winter.

Merchants, bankers, builders and property owners are being canvassed, according to Robert Grindley, chairman of the finance committee.

Meeting with chairmen of different sub-committees from communities along the right-of-way from Pontiac to Detroit, Thursday of last week, Mr. Grindley outlined the work contemplated and allotted territory to different members.

Mr. Grindley appointed the following members of the association in charge of canvassing their communities: A. W. Wasey, Birmingham; Clifford H. Harrison, Ferndale; Walter D. Clarke, Royal Oak; Edward F. Lambrecht, Royal Oak township; Samuel S. Crohn, Pontiac; A. H. Neville, Birmingham - Bloomfield Hills; Harry Bramley, Royal Oak city; Arthur F. Bassett, Royal Oak township; Frank W. Hutchings, Bloomfield Hills.

NEW MANAGER TAKES HELM OF PRODUCE CO.

John D. Hadden, prominent and well-known businessman of Holly for over forty years, last week assumed the active managership of the Birmingham branch of the Michigan Dairy & Farm Produce Co, Mr. Hadden supplants Jarvis Stanton in that position.

"In our conduct of the company, which recently bought out the Birmingham Creamery & Ice Mfg. Co., and the Birmingham Dairy, we intend to continue to sell the well known products that have always been handled by our predecessors," declared Mr. Hadden this week. "Our plan, of course, is to sell direct from the farmer to the consumer; in this manner he believe that we can save the consumer a good deal of money."