

Automobiles

MILO

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—the robins may be singing, but winter will come again!

BUY YOUR

CONSUMERS GAS COKE

AT TODAY'S PRICE—SAVE MONEY

\$12.00 PER TON

Order TODAY—Pay in Small Amounts on the

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BUY AT SUMMER PRICES. It will be paid out and of the way when winter comes. Guaranteed by Cash Refund against Lower Prices.

ACT NOW—AND PROFIT!

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CONSUMERS POWER CO.

Electric Floor Sanding

New and Old Floors

WE MAKE

Sash Doors Frames and Screens

ECO CITY WOODWORK SHOP

WOODWARD and HUMPHREY AVES.

We'll Be Glad To Assist You in "Good Printing." If We Do It, It Will be "Good Printing."

Order Now!



IT'S "HIGH TIME" TO BE ORDERING THAT—

COAL!

Summer's slipping along. The mercury will soon start down the thermometer tube again. Are you folks aware of it?

Then—let this be a friendly reminder that it's "high time" to be filling your Coal bins. A phone call—Birmingham No. 1—will bring you the best grade of Coal at a low price. Quick delivery. Better ring us—NOW!

R. C. Moulthrop Lumber Co.

DOGE BROTHERS POLICY EFFECTS SUBSTANTIAL SAVINGS FOR USERS

Local Dealers Say Public Appreciates Significance of Policy. Continue Buying Without Fear of Sudden Depreciation Through Obsolescence.

It is quite evident from the comments of buyers, according to Mr. Evans, manager of the Evans-Jackson Motor Co., Dodge Brothers Dealers, that the public appreciates the significance of Dodge Brothers' policy of making constant improvements in their motor cars instead of changing models every year.

"Magazines, newspapers and bulletin boards everywhere are reminding the people this month that this policy continues to prevail and that they may buy Dodge Brothers cars without fear of seeing a new and entirely different model put on the market soon after they take possession of the present type car."

"Coming just at this time," said Mr. Evans, "when many manufacturers are preparing to issue new models, in keeping with their annual custom, this advertisement is having a striking effect. It serves as a wholesome reassurance to prospective buyers. They dislike the idea of buying a car today and finding a month or so later that it is an obsolete model. And it is only natural that they should. The depreciation loss is out of proportion for a few months' use. Moreover, most people like to be up-to-date in their motor equipment and if they wish to follow their desire in this respect they must accept this sharp depreciation loss."

"Dodge Brothers Motor Car owners who buy new cars every year—and there are many of them—have a big advantage here. A one-year-old Dodge Brothers car is modern in appearance and mechanical design. The fact is conceded by everyone. Equally important is its resale value. It is the fact that it is substantially the same car that Dodge Brothers will manufacture a year later. In other words, there is no danger that this one-year-old car will suffer an undue depreciation loss simply because an entirely different model is about to make its appearance. We charge off only for the normal rate of depreciation for one year. And the used car buyer in turn appreciates the fact that the price represents full value and that he can buy the car with full assurance of many years of satisfactory service."

"Another factor enters into this policy which is also of considerable importance to buyers. A change in models involves a complete change of dies and production schedules. It upsets a factory completely and often means a virtual stoppage of production. This naturally means a loss to the manufacturer and his only recourse is to get back in the price of his product. The saving effected by Dodge Brothers, through their policy of constant gradual refinement instead of radical annual changes of models, is faithfully returned to the buyer in the form of surplus value. Every dollar saved, of course, enables the factory to give that much more for the money."

"The practice of bringing out new models every year is also responsible for a slow-up of sales during the summer months. People hold off, waiting to see what the new models are like. The fact that Dodge Brothers sales are continuing at the normal volume is another indication of the confidence engendered by the practice of not issuing annual models. Many buyers have said to us, 'Dodge Brothers cars couldn't be finer than they are today, either in appearance or riding comfort. I am not afraid of a change. There is certainly no occasion for it.'"

"Also although most owners do not realize it, the cost of replacement parts is greatly affected by bringing out yearly models. One reason for the extremely low price for Dodge Brothers parts is the fact that parts stay standard for years."

Noted Government Physician Discovers Cure for Rheumatism

Had charge of Old Soldiers Home at St. Louis, Mo., for over 10 years, any sufferer obtain

A \$1.00 BOTTLE FREE of Dr. JONES RHEUMATIC KNOCK OUT. Send this ad. and ten cents in stamps for postage and package.

THE JONES REMEDY CO., 4552 Westminster ST. LOUIS, MO.

NEW OVERLAND COUPE AROUSES ENTHUSIASM OF FEMININE MOTORISTS

Unusual interest among feminine motorists has greeted the Willis-Overland's announcement of its new two-passenger Overland Coupe. Not only is it a light car embodying the manifold advantages of the entire Overland line, but it combines with these a driving comfort and convenience almost unobtainable in a car of these dimensions.

The Coupe has proved itself to be ideally adapted for this purpose. Ventilating windshield, Dura window regulators, rear window curtains are little touches that appeal to feminine taste.

Coupled with these features is the ease of parking, and the unusual riding comfort due to the 136-inch spring base. Its ease of handling in congested traffic areas because of the exceptionally large steering spindles and bearings, and decided factors in this new car intended for feminine use.

The new Coupe is equipped with doors that are over 31 inches wide, thus providing easy entrance. The body of exceptional heavy metal is sturdily reinforced. Unusual pains are taken with the painting operations, fourteen coats being applied to give the car its lasting durable finish.

The interior of the body is finished in durable, long grain Spanish leather upholstery. The seat cushion is over 45 inches wide, being ample to accommodate three medium-sized people. There are 15 inches between steering wheel and cushion, rendering it convenient for the car to be entered easily from either side.

A roomy rear deck provided ample space for packages, which is an additional convenience for milady's shopping. Its luggage is provided with a lock and is protected against dust and leaks.

USE 115 TONS OF STEEL WIRE DAILY FOR BOLTS AND SCREWS AT FORDS

Converting 115 tons of steel wire into more than 7,000,000 bolts and screws a day is the task accomplished in one department at the Highland Park Plant of the Ford Motor Company.

Indeed, the production schedule calls for 7,000,000 bolts and screws daily and the department itself boasts a record of 8,000,000.

To the average person the name of this interesting manufacturing unit of the great factory is a mystery. It is called the Cold Heading Department from the fact that in the manufacturing process of making bolts and screws the principal operations are cutting bolt and screw parts from steel wire and putting so-called "heads" on them without heating.

Machines employed in doing this work are almost unvarying in their speed and accuracy.

Operations are so rapid the human eye cannot catch them. Steel wire fed in, slotted the proper length, the cut piece automatically shifted to a die where, under pressure, it is shortened, part of the metal gathering at one end. Another automatic change, the head is formed and fits an eye which is the complete bolt into a container. It all happens in the fraction of a second, for these machines have a capacity of 500 bolts a minute and exert a pressure varying from 8,000 to 15,000 pounds, according to the size of the bolt or screw part.

If a hexagon head is to be put on the bolt it is sent to the hexagon machine where with a rapidly adjusted, unbelievable, the bolts are automatically placed in a die and the head trimmed to the proper shape.

Next the bolts are fed into automatic thread rollers, where they are spun between a stationary and rolling die, the operation, cutting the thread on the bolt with surprising speed and accuracy.

The department produces 335 different "jobs," the bolts and screws which vary in size from 1-16 of an inch to 3-4 of an inch in diameter. The average die is used about 31,000 times, but in some cases where the operation is rapid it is necessary to replace old dies with new ones three times a day, for the manufacturing limits are close, being in the quantity of cases, two or three thousand of its kind.

52 issues of the Birmingham Eccentric for \$1.00. Telephone or bring in your subscription; this week. Adv. 35.

CONSTANTLY IMPROVED BUT NO YEARLY MODELS

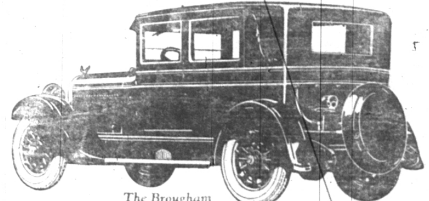
There are obvious benefits to the purchaser in Dodge Brothers policy of making constant, gradual renewments in their product instead of changing from one design to another year after year.

Chief among these is the fact that the car may be operated throughout the full limit of its usefulness without the extr. depreciation loss which results from a rapid succession of radically different models.

Evans-Jackson Motor Co.
119 S. WOODWARD AVE.
— Phone 301 —
Birmingham — Michigan



Chrysler Six Equipped With Special Balloons



The Brougham

Step into a balloon-equipped Chrysler Six and note how easily the steering wheel turns. Pivotal steering is the chief reason. The steering king pins are inclined at an angle and turn on ball thrust bearings. Chrysler Six fenders are wider in order to care for the increased width of balloon tires.

Special six-ply, high-speed balloon tires—for which the Chrysler Six is designed from the ground up—are standard equipment on this car.

Chrysler Six pivotal steering, its special design of spring construction, its extra-wide fenders, all contribute to the use of balloon tires with complete success.

The higher speed capacity of the Chrysler Six demands more than the ordinary balloon tire, so a special six-ply, balloon has now been perfected. These Chrysler special high-speed balloons assure the owner of even greater riding ease and safety, with no greater tire service expense, and mileage records the equal of cord tires.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Dealers Everywhere



Wurster & Stapleton

LOCAL DEALERS
129 W. MAPLE PHONE 674

The Touring, \$1395 The Phaeton, \$1695
The Roadster, 1625 The Sedan, \$1595
The Brougham, 1895 The Imperial, \$1995
All prices f. o. b. Detroit, tax extra.