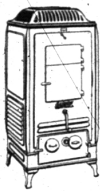


THE extraordinary opportunity we are offering comes only once a year. Thousands of people all over the country took advantage of it last year; many more thousands will join the Heatrola Free Coal Clubs this year.

Join the Heatrola Club Now!

It's your opportunity to secure free of charge a ton of coal in connection with the purchase of an Estate Heatrola. You pay only a small amount to join the Club and this is applied to the purchase price of the Heatrola. Terms to suit your convenience can be arranged, and the Heatrola will be delivered at any time you may specify.



Estate Heatrola is the new-day way of home heating; more efficient than a basement furnace, easier to operate, and much easier on the coal pile. It is finished in grained mahogany enamel, and looks like a handsome piece of furniture.

A week flies by fast. Call or telephone soon, and let us present the complete details of this extraordinary proposition to you.

## Estate HEATROLA

The new-day way of home heating. Installed in one of the living rooms, it heats the whole house. Looks like a handsome piece of mahogany furniture.

BIRMINGHAM HARDWARE

L. J. SLUSSER - Prop.

WOODWARD at W. MAPLE

PHONE 200

FREE COAL! August 1st to 22nd

IF WE DO IT, IT WILL BE "GOOD PRINTING."

### Ford Assists Farm To Have Its Tractor

As a means of assisting farmers to modernize their farms, a new financing plan has been developed through which farmers may procure a Ford tractor and other necessary equipment with only a small initial outlay and conveniently timed deferred payments.

The heretofore heavy initial expense of motorizing the American farm, according to the United States Department of Agriculture, has retarded to a large degree the development of agriculture. The new financing plan circumvents this obstacle and puts motorized equipment within the easy reach of every farmer, and permits him to operate his farm along the same lines of efficiency as the modern factory, a thing which Secretary of Agriculture Jardine urges upon the farmers of the country.

Although agreeing that the tractor is a means toward greater crop returns, the lack of sufficient capital to meet the initial cost has for years prevented many farmers from taking the step toward modern methods. This situation is relieved through the new arrangement and the farmer, without embarrassing himself financially, can begin at once to enjoy the advantages of Fordson powered farm equipment.

### CHRYSLER BREAKS SHIPPING RECORDS

Chrysler shipments for July constituted the greatest single month's record in Chrysler history. Shipments exceeded by 40 per cent those made in June, until then the record month for Chrysler output and sales. This tremendous increase in Chrysler production was made necessary by the overwhelming demand which greeted the announcements of the new Four and Six. Production is now going forward at the rate of 800 cars a day.

E. Fields, vice-president in charge of sales, reports that never before in the history of the Chrysler organization has such optimism been recorded by dealers.

"Both the new Six and the new Four have met with a reception exceeding our greatest expectations," is his comment. "That the refinements and improvements which have been added to the qualities are appreciated by the motor buying public is indicated by the orders which are pouring in to our dealers. Such volume of business, particularly at this season of the year, is entirely without precedent and is further evidence of the stability and firmness with which the Chrysler organization has become entrenched in the motor industry."

"With production reaching record-breaking figures the public demand for Chrysler cars is steadily being met. The delivery situation among our dealers shows daily improvement. New orders continue to pile up to them but it is clear that Chrysler production now has the situation in hand."

For as little as 25 cents you may run a "Classified Ad" in the Eccentric.

### Dodge Bros. Inc. Cut Prices Last Monday

Announcement of a reduction in the prices of Dodge Brothers Motor Vehicles, both passenger and commercial, effective Monday, August 17th, has been received by Evans-Jackson Motor Co., local dealers.

New list prices, L. O. B. Detroit, are as follows:

Standard Types	
Touring	\$ 875
A-Sedan	1195
B-Sedan	1045
Coupe	960
Coach	1060
Screen Commercial	885
Panel Commercial	960
Special Types	
Touring	\$ 975
A-Sedan	1280
B-Sedan	1145
Coupe	1060
Coach	1135

The price of the Roadster, \$855, and that of the Oasis, \$730, remain unchanged.

"The new prices come at a time when Dodge Brothers has reached the highest peak of mechanical perfection in its history," declares Mr. E. Fields, in an attempt to supply public demand, factory production has been stepped up since the first of this year from 800 to 1,900 and now Dodge Brothers are pushing as rapidly as possible an eight million dollar expansion program to give them burnings and machinery for a production of 1,500 cars a day.

"This price cut is just the application of Dodge Brothers policy of faithfully returning to the buyer the savings made possible by increased production. Since the first of this year production has been steadily increased month after month. The first six months of 1925 were the largest in the factory's history, more than 11 per cent greater than the first six months of 1924. The problem for Dodge Brothers executives has been, not to find a market for their product, but to increase production to supply a ready market."

"The constantly increasing, yet never satisfied, demand for Dodge Brothers Motor Cars is convincing evidence that a motor wise public is more and more appreciative of the greater value made possible by Dodge Brothers sound policy of constantly improving a basic design instead of bringing out a new model every year."

From Los Angeles To Detroit For \$22.20

Los Angeles to Detroit at a total cost of \$22.20.

That is what it costs in a Chevrolet according to Joseph Rogers, Hollywood, and A. V. Gallina, Los Angeles, insurance men who recently made the trip of 3,104 miles at an expense of \$44.40 for gasoline, oil and food for seven-tenths of a cent per man per mile.

The Chevrolet used was a sedan owned by Mr. Gallina. It had been driven only 100 miles before they decided to make a vacation tour to the Detroit home of Mr. Rogers' brother, Clifford W. Rogers.

Alternating at the wheel, they made the trip in five days and 19 hours, only a layover at St. Louis longer than the time of the transcontinental flyers which travel a much shorter distance due to the windings of the motor roads.

The tourists gave no particular thought either to the speed or economy of the trip, until they were questioned in Detroit by the manager of a Chevrolet service station, where they stopped on arrival to change the crank case oil. He induced them to visit W. S. Kandsen, president of Chevrolet Motor Company, General Motors building. After inspecting and driving the car, Mr. Kandsen pronounced it in excellent mechanical condition.

"The trip was in no sense a stunt," said Mr. Rogers. "We had no accidents except a puncture, the repair of which incidentally is included in the expense budget. Our only adventure was finding two Indian children nearly dead of thirst on a lonely stretch of desert road in New Mexico. They fell on their knees when we gave them a bottle of water."

### Vital Question

"What do you think will have the most effect on you in the next few years?" demanded the dazed individual. "That you are never going to spend any money on her?" Louisville Courier-Journal.

### Jar 4,000 Years Old

A jar full of bones of 12 human heads, made of crystalline limestone and which has been found at Bablos, on a disc is the name of the camel driver who, 2000 years B. C. transported Pharaoh's offerings to Bablos.

### Police Magistrate Poet

Henry James Poe, who was appointed police magistrate of England in 1790 became a London police magistrate two years later. His most original work is an epic poem entitled "A Treatise on the Substitution of 1841."

### Our Job Work Advertises Itself

Judicious Advertising Creates many a new business. Enlarges many an old business. Preserves many a large business. Revives many a dull business. Rescues many a lost business. Saves many a failing business. Secures success in any business.

We Are at Your Service Call on Us or Call Us Up and We Will Call on You

### SCHETTLER WILL OPEN DRUG STORE OCTOBER 1

In addition to his six stores in Detroit and one store in Grosse Pointe, George M. Schettler, president of the Schettler Drug Company, will open here about October 1 in the Levinson building on South Woodward avenue with a modern new store. About September 15, the drug company will begin the installation of their new fixtures.

In Detroit the Schettler stores are considered among the finest in the city and the one to be opened here will be worked out along the same lines. This, says Mr. Schettler, is to cater to the trade from Bloomfield Hills and this section.

Mr. Levinson is closing out his footware to make room for the new business and will construct a partition down the center of the building which he occupies entirely at present. The new drug store will occupy the north half of the store and Mr. Levinson will continue his business in the south side.

### Croelas Not Colored

Croelas is the name given to people born and naturalized in the West Indies or the tropical countries of America but of European (usually French or Spanish) origin. A distinguished from the offspring of mixed blood, such as mulattoes, quadroons, from negroes and from shogrines. The name has no connection with the color.

### Let The Eccentric "Your Printers"

COMMERCIAL SIGNS  
E. N. Graylin  
215 MERRILL ST.  
Phone 155

WE WISH TO ANNOUNCE THE OPENING OF THE COMMUNITY HAND LAUNDRY

At 304 S. Woodward Ave. Phone 1007

Two-day service. Rough Dry 10c a pound and also Flat Work

Finished Work Mending and Darning Free

GIVE US A TRIAL

## DO YOU WANT TO BUY A SUIT AND GET AN EXTRA PAIR OF TROUSERS FREE

We have a selection of suitings that will interest everyone who is thinking about that new Fall Suit.

A Selection of Slip-Over Sweaters at \$5

### CHARLES PECK

TAILOR—MEN'S WEAR  
103 - 105 W. Maple Ave. Phone 230.  
Cleaning - Pressing - Altering

# PRICES REDUCED DODGE BROTHERS CARS

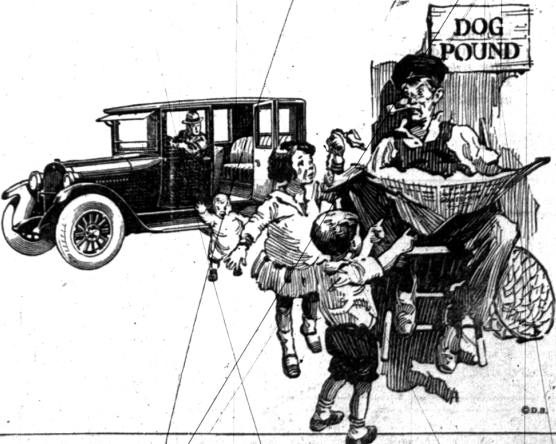
These new prices come at a time when Dodge Brothers product has reached the highest peak of mechanical perfection in its history.

Dollar for Dollar they represent the most impressive values ever offered the public.

New List Prices F. O. B. Detroit are as follows:

Standard Types	
Touring	\$ 875
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B-Sedan	1045
Coupe	960
Coach	1035
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B-Sedan	1145
Coupe	1060
Coach	1135

Evans-Jackson Motor Co.  
119 SOUTH WOODWARD AVE.  
PHONE 301 Birmingham, Mich.



## Sweeping Price Reductions HUDSON-ESSEX

Effective August 19

World's Greatest Values Now More Outstanding Than Ever

166,369 HUDSON-ESSEX Sales in the Eight Month Period Ending August 1

This tremendous production gives advantages in economical purchase of materials, savings in manufacture and low cost of distribution that are recognized throughout the industry as being unequalled by any other organization.

The same management which established the Hudson Motor Car Company, now, as for sixteen years, controls and directs the design of its product and policies of the company.

Get the New Low Prices Before You Buy Any Car

BOUGHNER BROS. GARAGE LOCAL DISTRIBUTORS

120 S. Woodward Ave.

Phone 70