

# Red Crown

**The High-Grade Gasoline Gives a Leaping Response**

Your engine is eager for the grade—it is in sympathy with your mood—it is absolutely obedient—there you have "Red Crown Performance"—complete response to your will and whim.

You may term it "engine flexibility"—in reality it is the perfect chain of boiling point fractions in Red Crown, which gives instant starting, smooth acceleration, rapid get-away, tremendous power, and complete combustion—no waste—maximum mileage.

The Standard Oil Company (Indiana) guarantees the uniformity of Red Crown.

Buy Red Crown where you will—and you can buy it everywhere,—its performance is the same.

At the following Standard Oil Service Station:  
Corner Woodward and Hamilton

And the following Filling Stations and Carages:

Boughner Bros.  
Evans & Jackson  
Eisemann & Schroeder,  
Big Beaver  
John Currin, Franklin  
O. R. Clements, Franklin

Standard Oil Company, Birmingham, Mich.  
(Indiana)



### Hudson-Essex Is Nearing 100,000th Car For This Year

Hudson-Essex is closely approaching the 100,000th car for 1925.

When this car arrives, Hudson will have achieved the record of reaching the 100,000 mark first among all six-cylinder manufacturers. According to Hudson officials, this will be the second consecutive year in which Hudson-Essex has led the six-cylinder field in reaching the six-figure mark in production. In 1924, it is said, the 100,000th car came in mid-summer, while this year's entry is strictly a spring-season achievement.

"This accomplishment," declares Boughner Bros., local Hudson-Essex dealer, "serves again to identify Hudson-Essex as one of the world's leading six-cylinder manufacturers. The simply astounding and still mounting success of the Hudson and Essex coaches has brought Hudson-Essex to the front. Yet I feel that we have only scratched the surface of the market for those useful, economical and attractive cars. The demand is growing every day."

"The coaches are proof that the public wants utility and value in motor cars. Novelities both in mechanisms and in body fittings have a limited appeal, but the broad usefulness and all-around value of the coaches fills the needs of the thousands and tens of thousands of average motorists."

"As a consequence of the Hudson price cut—certainly one of the biggest automobile surprises of the year—the rush of buyers for Hudson and Essex cars has grown into a regular stampede for cars. Our problem is to get enough cars to assure prompt deliveries."

"When continuous operation at capacity made it possible, Hudson passed along the benefit to the public, and expects to benefit itself by ever-increasing business. This price cut is but one step in a general and established policy of Hudson to pass along to motor buyers re-

ductions in costs and general economies effected at the factory. "It is Hudson policy to give value and low prices to step out aggressively by and to maintain its leadership by a vigorous policy of giving the utmost for the smallest amount of money."

### Studebaker Uses Good Upholstery

"Coats are lined with real silk," reads the clothing merchants' notices of superior men's wearing apparel. Much is made of that fact—the inclusion of real quality materials to support the main fabric of the garment.

A suit costs only from \$35 to \$75. Yet there are those who will spend from \$1,250 to \$5,000 for an automobile and take little notice of the "lining"—the upholstery, to learn whether it will look as well a year hence.

Broadcloth and similar woven fabrics can be cleaned successfully only by taking them off the cushions. A vacuum cleaner and ordinary soap and water will clean thoroughly the rich mohair used in Studebaker cars, and the mohair costs twice to four times as much as the other.

### CHEVROLET MAKES 2 RECORDS FOR APRIL

Detroit, Mich., May 21—Two new records were established by the Chevrolet Motor company during April. Retail Chevrolet dealers in the United States broke all previous monthly records by selling during April an average of 53,283 cars. The best largest retail sales month was April of 1923, the automotive boom year, when 51,294 Chevrolets were sold.

The other new record was made on April 30 when a total of 4,064 cars and trucks were shipped from various Chevrolet factories, the largest number for one day in the history of the company.

During April Chevrolet retail sales-

men obtained 50,296 new orders, the remainder of the delivery total for the month being used to take care of a small portion of unfilled orders carried over from March. At the end of April, 36,512 unfilled orders still were on hand throughout the United States.

### MORTGAGE FORECLOSURE SALE

Default for more than thirty (30) days having been made in the conditions of a certain mortgage made by Thomas E. Britton and Ada L. Britton, his wife, of Royal Oak, Michigan, to First Commercial State Bank (now First State Bank) of Royal Oak, Michigan, dated the twelfth day of August, A. D. 1922, and recorded in the office of register of Deeds for the County of Oakland and State of Michigan, on the fourteenth day of August, A. D. 1922, in Liber 241 of Mort-

gages, on page 692, on which mortgage there is claimed to be due at the date of this notice the sum of Twenty-two and 47/100 Dollars (\$22.47). An attorney's fee of Ten Dollars (\$10.00) Duhanan provided for in said mortgage, and no suit or proceeding at law having been instituted to recover the moneys secured by said mortgage, or any part thereof.

Notice is hereby given, that by virtue of the power of sale contained in said mortgage and the statute in such case made and given, on Monday, the sixth day of June, A. D. 1925, at eleven o'clock a. m. of that day, in the Court House of the City of Pontiac, that being the place where the suit Court for the County of Oakland is held, sell at public auction to the highest bidder, the premises described in said mortgage, or so much thereof as may be necessary to pay the amount of an accrued due on said mortgage, with six per cent (6%) interest, and all legal costs, together with said attorney's fee (10-00).

The Real Estate List Number Seventeen (17) of plat of Clinton Little Farms, located in the County of Oakland and State of Michigan, according to the recorded plat thereof.

First State Bank of Royal Oak, Michigan, Dated at Royal Oak, Michigan, March 6, 1925.  
GEORGE H. HARTZELL, Attorney for Mortgagee.  
Business Address, 204-7 New Royal Oak Avenue, Royal Oak, Michigan. 41-7

## Again PACKARD PIONEERS

New Improvements in Design Insure Packard Six Performance and Long Life

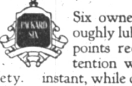
COMFORT, beauty and distinction reached new heights in the Packard Six a year ago. And four wheel brakes had then provided new safety.

But one great thing remained to be achieved.

It remained to make these fine cars also automatically certain of long and economical life in the hands of owner-drivers too busy to give them watchful care.

Now that has been done. Insurance against neglect has been built into the Packard Six of today.

The bother and delay of chassis lubrication, so often neglected, and the frequent changing of crank case oil, are things of the past to Packard



Six owners. They may thoroughly lubricate the 45 chassis points requiring regular attention without effort, in an instant, while driving at any speed!

Now, the oil refiner on the motor of every Packard Six automatically refines the crank case oil. The Packard Six owner need think of changing oil but four or five times a year!

The new steering and front spring suspension add perfect security to the comfort of low pressure tires.

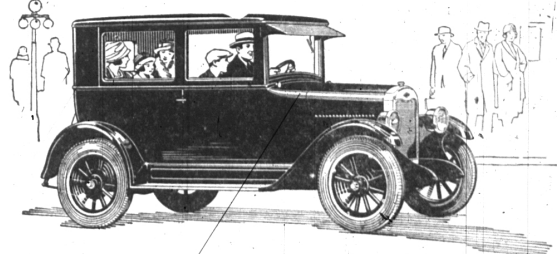
We would like to have you drive this car. Only through actual experience can you really appreciate its performance. A phone call will bring a Packard Six to your door.

## PACKARD

Ask the man who owns one

All Packard Six enclosed models have been raised in price by an average of \$750. For example, the price of the five-passenger Sedan is now \$2585 at Detroit.

Evans-Jackson Motor Company  
119 South Woodward Ave.  
PHONE 301 Birmingham, Mich.



When Better Automobiles Are Built, Buick Will Build Them

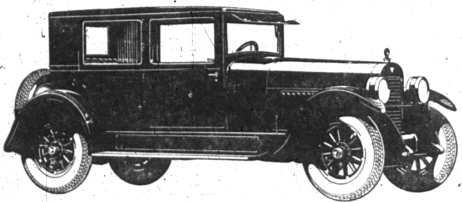
### No. 11

**Question: Can Buick 4-wheel brakes be applied while turning corners?**

**Answer: Certainly. The brake on the outside front wheel is automatically released, making steering easy and car control sure. Only one such device has so far been perfected, and Buick has it.**

ARTHUR ROSE BUICK SALES  
PONTIAC

James E. Valentine, Salesman  
117 WORTH ST. BIRMINGHAM  
At Pontiac Sales Room Every Friday



# \$1250

Freight and Tax Extra

New Price for HUDSON COACH (Was \$1345)

Today's Hudson Super-Six Coach costs less than half the price at which the open models have sold. With the world's largest production of 6-cylinder cars, quality is constantly improved and therefore Hudson is more than ever

"The World's Greatest Buy"

HUDSON SUPER-SIX SEDAN

8 Passenger \$1695 (was \$1795)—7 Passenger \$1795 (was \$1895)  
All Prices Freight and Tax Extra

BOUGHNER BROS. GARAGE  
LOCAL DISTRIBUTORS

120 S. Woodward Ave. Phone 70

### Dodge Brothers Set New Output Record

Dodge Brothers have been establishing new high records continuously for several months, as compared with similar periods for previous years, but the record of the week ending April 11 is the best in the company's history.

With retail deliveries aggregating more than 7,000, an average of more than 1,200 each production day, the best previous week was surpassed by several hundred cars. New retail orders exceeded the corresponding week of 1924 by 1,000, or approximately 19.7 per cent.

Although Dodge Brothers Motor Cars are now being built at the rate of 1,100 a day, both deliveries and new orders are some 200 a day in excess of production.

"Had dealer's stocks permitted, the number of deliveries for the record week would have been even greater," said John A. Nichols, Jr., Vice-President in Charge of Sales. "It is not a spur, but a steady, healthful climb."

STATE OF MICHIGAN: The Probate Court for the County of Oakland, in and for the City and Town of Pontiac, do hereby certify that Ross Stockwell, Judge of Probate in and for said County, in pursuance of the Will of the Estate of Susan M. Stockwell deceased, having filed a petition for the appointment of a guardian of the property of said estate, and that the appointment of said guardian be granted to the person named in the petition, with the will, no other than a capable person.

DON A. McAFFEE, Judge of Probate.  
Always telephone your "Classified Ad" to the Eccentric before Wednesday night of each week. Our number, av. 11 and 12. adv.281f.

# The Public acclaims this the Finest Low Priced Coach!



- for Economical Transportation
- All prices f.o.b. Flint, Mich.
  - Roadster - \$525
  - Touring - 525
  - Coupe - 715
  - Coach - 735
  - Sedan - 825
  - Commercial Chassis - 425
  - Express Truck - 550

Built on the new Chevrolet chassis with construction typical of the highest priced cars—powerful motor; a new disc clutch, the easiest-acting you have ever handled; extra strong rear axle with banjo-type housing; long semi-elliptic springs—this car provides a remarkable combination of strength, power and comfort.

But in addition it is a beautiful car. Its fine Fisher body meets your ideals of fine appearance and comfort. It is finished in sage green Duco whose luster and color last for years. For such a coach to be priced so low is truly an achievement in motor car manufacture. See this car today at our showroom.

## BERGER SALES CO.

505 N. Woodward Avenue Birmingham, Mich. Phone 851  
Open Nights and Sundays

# Quality at Low Cost