

**HUDSON-ESSEX DEMAND ACTIVE**

**Boughter Bros. Predict That Autumn Will Be One Of Best Seasons**

One of the best automobile seasons in years is looked for this autumn by Charles Boughter, of Boughter Bros., Hudson-Exess distributor, who declares that every factor he can observe points to an unusual prosperity and activity. "The most important of all factors," said Mr. Boughter, "lies in the fact that the average motor car buyer believes that right now he can obtain the best values ever offered him. The best engines and best gears that this is so. With this firm

belief in his mind, the motor car buyer is obeying his impulse to buy the car which he may have been considering for months. "The great nation-wide factors favoring this activity are generally good crops, good prices, widespread employment at good wages and a general air of enterprise and optimism. When you add to those underlying factors the all-important favorable opinion of the man who is going to buy, you have a situation which means good business for all concerned. "We dealers who handle the Hudson-Exess line of cars are gratified to see the increasing emphasis which is placed upon value in motor cars. Value is made up of no one thing in a motor car nor even a combination of special features, but rather is the whole total of the use-

fulness and reliability of the whole car. "The motorist thinks to himself, 'What service will it give, and is that service in proportion to the sum which I am asked to pay for it? This state of mind in the buyer is commendable, indeed, and incidentally it is one which Hudson-Exess has been seeking to create over a period of many months. "Value for the money offered" has been the very keynote of the Hudson-Exess story. "The sale of Hudson and Essex cars continues most active. In part this is undoubtedly due to general conditions, but there is behind it also a particular demand for our line of cars. Always get your "Classified Ad" into The Eccentric office before each Wednesday night.

**First Of Improved Fords Arrive Here**

First of the improved Ford cars to arrive in Birmingham went on display last week in the show rooms of Conant-Osborne, local authorized Ford dealer, and immediately attracted the attention of everyone.

To say that people who saw the cars were surprised at their appearance would be putting it rather mildly. The new types exceed all expectations in improved appearance and more comfort and convenience. For the most part the bodies have been completely redesigned and conform in every respect to the most advanced features of body construction.

Not only have bodies been built lower, but they are set on a lower chassis frame and with larger, low hanging fenders impart to the complete car a striking suggestion of riding and driving ease.

While Conant-Osborne has been able so far only to show the touring car, other types will be shown as quickly as they can be obtained from the Ford Motor Company branch at Detroit where, because of their popularity, demands on production are somewhat delaying immediate delivery of all types of cars.

**Open Bids On Adams School Unit Sept. 21**

Bids for the general construction work on the 18-room addition to the Adams school are to be opened by the Birmingham School District board of education at eight o'clock on the evening of September 21. Plans were completed by Frederick Madison, architect of Royal Oak, and approved at a meeting last Thursday evening. The specifications made public and bids asked for.

When the bond issue of \$270,000 for the addition to the school was passed last May it was expected the work would be well along by the first of September and the school ready for the opening of the second semester in January, which will be impossible with the late start the construction is having.

Besides the eighteen rooms the addition will include an auditorium and gymnasium combined. It will provide extra room for the lower grades which are now considerably overcrowded and will also include a second junior high school for the village.

**TRAFFIC STREAM CLOSES JERSEY SUNDAY SCHOOL**

Because it is hazardous for children to walk to church, the Sunday School in the Ashford Methodist Episcopal Church at Chermont, N. J., will be closed for one month, owing to the heavy motor traffic on Sunday morning on the Shore boulevard. No fewer than 10,000 cars pass the church every Sunday.

**PRICES REDUCED DODGE BROTHERS MOTOR VEHICLES**

Lower prices, announced on August 17th, represent the most impressive values Dodge Brothers, Inc., have ever offered to the public.

Wider markets, mounting sales and steadily expanding output have made possible these reductions.

They come at a time when Dodge Brothers product has achieved a new and impressive standard of excellence in four basic particulars—in beauty, in riding ease, in smoothness of operation, in dependability.

Consult us today on these new prices—and the extraordinary value they represent.

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


**-yet Prices are \$70 to \$350 Lower**

More than 400 improvements have been incorporated in the New Oakland Sixes. A heavier crankshaft, Air Cleaner, Oil Filter and Four-Wheel Brake refinements have been added.

The new cars are beautiful beyond comparison. Smart, comfortable Fisher Bodies, with handsome newly-designed nickel-plated radiator, establish them as outstanding style leaders.

The Harmonic Balancer—an exclusive Oakland feature—imparts a new thrill of unmatchable freedom from vibration and renders Oakland speed, acceleration and flexibility even more impressive.

If you can match this new Oakland at anywhere near its price, we waive all further right to your consideration. If you can't—and we know you can't—then it's to your interest to choose the New Oakland.



The Oakland Sedan

Touring Car	1025	Old Price	1075
Coach	1095	Old Price	1215
Landau Coupe	1125	Old Price	1295
Sedan	1195	Old Price	1545
Landau Sedan	1295	Old Price	1645

All prices as shown. Special Motors Time Payment Rates, hereafter the lowest in the industry, have been made still lower. We can save you as much as \$60 to \$80 in over time payment costs.

**BLOOMFIELD AUTOMOBILE CO.**  
113 BROWNELL ST. Near E. Maple Ave. Phone 550 Birmingham

WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
PRODUCT OF GENERAL MOTORS

**Firestone**  
**Tire Prices Are LOW—**  
**CRUDE RUBBER HIGHEST IN YEARS**  
**Buy Now and Save Money!**

The unprecedented demand for Firestone quality and mileage has more than doubled the sales of Gum-Dipped Cords to car owners so far this year, enabling us—because of this tremendous volume—to keep prices low.

Experienced car owners insist on tires that deliver the greatest mileage at the lowest cost per mile, because such tires last longer—make the restricted rubber supply go further—reduce crude rubber costs—and help maintain the present low tire prices.

Firestone extra process, is also one of the biggest and most important economy factors in tire performance. This method of treating cord fabric, developed by Firestone tire chemists and engineers, insulates every fiber of every cord with rubber, and gives the sidewalls the extra strength to withstand the extra flexing strain—insuring maximum safety, comfort and economy.

Buy now—make sure of economical transportation by obtaining these outstanding Firestone superiorities at present low prices.



**MOST MILES PER DOLLAR**

- Bell Bros.**  
Nash Sales and Service - Birmingham, Mich.
- Conant & Osborne**  
Ford Sales and Service - Birmingham, Mich.
- Bloomfield Center Service Station**  
R. F. D. No. 3, Birmingham, Bloomfield Hills, Michigan
- Sam Platt**  
R. F. D. No. 4, Birmingham, Big Beaver, Michigan
- Rue Van Avery & Son**  
Southfield Road, R. F. D.
- H. Nelson**  
Southfield Road, R. F. D., Birmingham, Mich.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER

**New 1-Ton Truck**

for Economical Transportation



**CHEVROLET**

Chassis \$550 Only. f. o. b. Flint, Mich.

Chevrolet introduces a new one-ton truck, built according to the fundamental policy of this company to provide "Quality at low cost".

It has a fine appearance and is specially designed and constructed for commercial service. Its deep 6-inch channel steel frame, hung low to the ground on long semi-elliptic springs, allows the platform to be placed at the right height for easy loading and unloading.

The powerful Chevrolet motor is famous for its ability to stand up under heavy service. It has a well balanced crankshaft thoroughly lubricated, standard 3-speed transmission, fully enclosed dry plate disc clutch, extra heavy rear axle with large spiral bevel driving gears and rigid one-piece pressed steel housing, heavy truck-type wheels and large tires, full running boards and fenders, Remy generator, starter and distributor ignition.

This truck is not only well adapted to city work but also for use in hilly country and over difficult roads.

For lighter loads there is a Chevrolet commercial 1/2 ton chassis possessing the same quality features, price \$425 f. o. b. Flint, Michigan.

The Chevrolet chassis may be fitted with a wide variety of bodies, suitable for any industry, including such styles of bodies as Panel Delivery, Stake, Open Express, Canopy Express, Bus, Dump and Tank.

30" x 5" tires on front wheels only \$35 extra. See us today regarding a style of truck to fit your particular needs.

**BERGER SALES COMPANY**  
505 N. Woodward Avenue Phone 351  
Open Nights and Sundays Birmingham, Mich.

**Quality at Low Cost**