

Junior Washington Group Presents

Friday, September 25

Gloria Swanson more beautiful, more popular, more glorious than ever before.

Admission 25c, 35c

GLORIA SWANSON in "MADAME SANS GENE"

Gloria Swanson dancing, clowning, mimicing, loving, thrilling as never before.

Oakland Co. Adds A 2-Pas. Roadster Six

Pontiac, Mich.—The Oakland Motor Car Company announced this week the addition of a two-passenger Roadster to its line of new Oakland Sixes.

This new type has the same distinctive body features as all the other cars in the line and is built on the Standard Oakland chassis. It is finished in bright-colored two-tone Duco. The body, hood and wheels are in Pyramid gray, with a darker shade of gray above the heading on the deck and upper part of hood and cowling. Red striping on body, louvers and wheels contrasts smartly with the body colors. The car is upholstered in genuine leather.

A one-piece windshield, as provided in the touring car, swings from the side-posts near the top, affording ample ventilation as well as unobstructed vision.

Because the roadster model appeals particularly to the lover of fresh air and the outdoors, a collapsible top is made a feature of the car. For fair weather driving it may be lowered in a few moments.

All the new mechanical features of the Oakland Six line are embodied,

including the Harmonic Balancer, air filter and oil cleaner, perfected four-wheel brakes and full balloon tires.

Production of the new roadster is now under way at the Pontiac plant.

Chevrolet Plans Big Increase For Month

Detroit, Mich., Sept. 14.—Sustained demand and a growing list of unfilled orders has caused the Chevrolet Motor Company to increase heavily its production schedule during September.

The schedule revision involves an increase of more than 16 per cent over the production program originally planned for September. The new schedule calls for 53,166 motor cars and trucks in September, a Chevrolet record for that month and only 3,078 less than the highest production month in the history of the company.

Both day and night shifts have been augmented to maintain the new schedule. The company shipped 4,284 cars to dealers on Aug. 31, establishing a new record 600 higher than the largest previous shipment for one day.

The company, which recently made its two-millionth car, attained during August a greater production than for

1925 than the entire production of 1924.

Several factors have contributed to the unprecedented demand according to G. E. Dawson, assistant general sales manager of the Chevrolet Motor Company.

"The August 1 reduction of \$40 to \$50 in the closed model prices together with the announcement of the improvements on all models caused a still further increase in the unfilled order list," said Mr. Dawson. "The greatest demand at present appears to be for the Chevrolet Coach. Increased popularity also has been gained by the new Utility Express one-ton truck which has replaced the former truck of the same name."

"Another factor in car demand is the rapid economic recovery of the south and the southwest where purchasing power is now on a par with the remainder of the country."

Hudson Co. Makes 1,200 Autos Each Day

More than 200,000 Hudson and Essex cars have been manufactured to date this year, according to figures released this week by the Hudson Motor Car Co.

This staggering total of six cylinder cars—the largest number of cylinders ever produced in a similar length of time in the history of the industry—is growing at the rate of 1,200 cars a day. With all the autumn season still ahead, it seems an assured fact that this year will be recorded as one of the most sensational successes ever scored by any concern.

The striking growth of Hudson Essex in recent years may be judged from the fact that production was 60,000 cars in 1922; that it increased almost 50 per cent to 88,000 in 1923; and that it added 50 per cent to this enlarged total by scoring 128,000 in 1924.

Now, with 200,000 cars already manufactured and with business booming at an unprecedented rate, it seems that 1925 will actually double the remarkable business done in the 1924 season.

STUDEBAKER EXPORTS GREATEST NUMBER OF HIGH POWERED CARS

More high-powered motor cars were exported by Studebaker during the first six months of 1925 than by any other automobile maker in America.

In most countries, this achievement was won against the penalty of a horsepower tax, which makes ownership of cars more costly in proportion to their rated power.

In England, for example, the buyer must pay a yearly tax of one pound per rated horsepower, or about \$171 on a Studebaker Big Six, on which the power rating is 36.4. The smallest of the Studebaker cars, the Standard Six, carries a tax of \$129.

On the other hand, the tax on cars which complete with the Standard Six runs from \$81 to \$100 each, ratings being from 17.3 to 23.4 horsepower.

In spite of this handicap, the demand for Studebaker cars grew during the first half of the year to such an extent that exportations exceeded those of any other American maker of high-powered cars. Many high-powered cars which enjoy significance in the American field obtained almost no foothold in the foreign market.

In much of this territory, the Studebaker Big Six enjoys a reputation similar to that which a \$12,000 English-made car enjoys in America among the more well-to-do.

To such an extent has this developed that export of Big Six during the period mentioned almost equaled the sum of all other American cars with an A. E. rating of 30 horsepower or more.

BOARD OF EDUCATION

Birmingham, Mich., Sept. 4, 1925. A special meeting of the Board of Education was held in the office at 8 p. m.

Present: H. B. Clement, R. J. Taylor, Fred V. Quarton, R. J. Coryell and Leigh Lynch.

The minutes of the meetings since the last regular were approved.

Architect Frederick B. Madison presented the final plans and specifications for the Adams school which bids for the same should be opened by the Board of Education at 8 p. m. Friday, Sept. 18, 1925, at its office in the Baldwin high school building, Birmingham, Michigan, under the conditions as set forth on sheets A, B and C of the above specifications.

Moved by Taylor, supported by Lynch, that the revised Rules and Regulations be adopted.

Moved and second to adjourn. Carried.

H. B. CLEMENT, President.
R. J. TAYLOR, Secretary.
Let. The Eccentric "Your Printer"

PRICES REDUCED

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.

PRICES REDUCED DODGE BROTHERS MOTOR VEHICLES

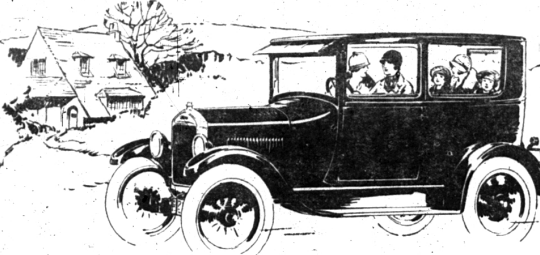
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Consult us today on these new prices—and the extraordinary value they represent.

BEAUTY • COMFORT • CONVENIENCE • UTILITY



The Smart New Tudor Sedan Will Especially Appeal To You

The Ford Tudor Sedan, recently announced, is an attractive closed car with all-steel body in deep Channel Green, and bright nickelled radiator.

A pronounced stream-line effect has been achieved by dropping the chassis and lowering and lengthening the body. This also results in greater riding comfort because seats are low and deep, and the car is roomier.

See your nearest Ford dealer and have him explain the many new features, such as gas tank that is filled from outside, one-piece ventilating windshield, large fenders, attractive upholstery, wider running boards and doors and improved brakes.

Remember—this added beauty, comfort and convenience is offered at no additional cost.

- TUDOR SEDAN
- \$580**
- F. D. B. DETROIT
- RUNABOUT \$260
 - TOURING CAR 290
 - COUPE 320
 - FORDOR SEDAN 660
- Dismountable Rims and Spare Extra on Open Cars
Closed Cars in Color



NO INCREASE IN PRICES

\$795

ESSEX COACH

WORLD'S GREATEST VALUES

Everyone Says it Sales Prove it

HUDSON COACH

\$1495

7 Passenger Hudson Sedan

\$1695

All Prices Freight and Tax Extra

BOUGHNER BROS. GARAGE

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120 S. Woodward Ave. Phone 70

PEOPLE'S COLUMN

Dear Mr. Averill:

Of course you knew that I'd be in the big political fight here this Fall. Things look great for Mr. Bowles. People are sick of cheap politics in the city hall. If Mr. Bowles is elected we will have the cleanest city government in the United States. The Detroit News is fighting Smith in great shape. I am taking care of things several evenings a week—talk about a rushing business.

(Glad to hear about the bond issues. The Eccentric deserves most of the credit.)

Sincerely,
JAMES A. MCKNIGHT

TWO NEW HOMES BUILT IN SUB WEST OF B'HAM

Two new homes that will improve the residence section to the west of the village are those of T. J. Wurster of the Wurster Stapleton Company, automobile dealers on West Maple avenue, and Ernest S. Jackson. Both men are building on Willamby road in Bloomfield Village. Mr. Jackson's house will be finished late next week and the Wurster home is now in the period of plastering.

Mr. Jackson expects to place the house he has built for sale within a few weeks as he will continue to reside in his present home on Puritan Road. Mr. and Mrs. Wurster, who are temporarily residing on South Woodward avenue, will take up residence in their new home as soon as it is completed.

Ourselves to Blame

It many times falls out that we receive ourselves but it is not in our hands because we first received ourselves.

IF YOU NEED

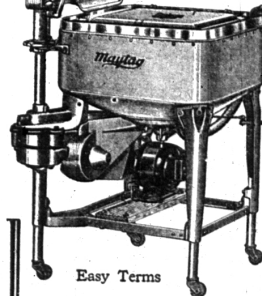
Letterheads Cards
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Statements Circulars
Envelopes Billheads

or anything else in the printing line, come in and see us.

AWNINGS

CAMPERS SUPPLIES FOR EVERY USE
THE PONTIAC TENT AND AWNING CO.
400 Oakland Ave. Phone 132

Out of Iowa has come - a MIRACLE WORKER



AND the eyes of the world have sparkled in amazement.

Hundreds of thousands of women have marveled at its mastery of their greatest problem.

They've lionized it—actually lifted it from obscurity into world leadership in less than 600 days. For, nowhere else could they find the remarkable speed, thoroughness and care that is so astonishingly displayed in the Gyrafoam principle of washing.

See it—try it—wash with it—NOW—while the Maytag Man is here demonstrating. He'll bring a Maytag Gyrafoam Washer right to your home—and wash all your soiled clothes for you. No obligation at all. Hurry—his time is limited.

- Easy Terms
- 1—Washes faster.
 - 2—Washes cleaner.
 - 3—Largest hourly capacity in the world.
 - 4—Most compact washer made—takes floor space only 25 inches square.
 - 5—Cast aluminum tub—can't warp, rot, swell, split or corrode.
 - 6—Easily adjusted to year height.
 - 7—Clothes can be put in or taken out with the washer running.
 - 8—Tub cleans itself.
 - 9—All metal wringer. Self adjusting. Instant tension release.
- 9 Reasons for World Leadership

Maytag Gyrafoam Washer

WITH CAST ALUMINUM TUB

Hawthorne Electric Co.

125 1/2 W. Maple Ave. Phone 299-W