

ROBERT R. ALLEN & CO.

REAL ESTATE

217 So. Woodward Ave. Telephone: Birmingham 1090

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ROBERT R. ALLEN
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ECCENTRICITIES

Being a few stray notions by G. B. A. sometimes they slip notions when they meet they are quite tame when they attempt to build constructive ideas that we think are socially timely.

It is well that Birmingham now has an official Planning Commission. The future needs of this community will require many minds to bring out proper solutions for our municipal needs. Instead of "tossing it to the village commission or manager," we may substitute "tell it to the Planning Commission." That will relieve the village commission and the manager of many details.

Speaking of the village commission, this column feels that it ought to let the people know that David H. Ladd, the new commissioner, "is a bear for work." Dave loves Birmingham, and is willing to work for its proper growth. His report issued last week to know the entire populace of the village, via the objection and suggestion route.

One more village election and the old Town Hall will pass into history. It must make way for plans to build a new public library. How many people have carried on popular government beneath its roof? Certainly, the old Town Hall could tell a wonderful story.

The city of Detroit is elated over the fact that it now reaches above the million and a half population mark. Great enthusiasm is manifested because its bank clearances increased over a billion dollars, too. Of course the real growth in the mental and moral standards of its people is overlooked in the report issued last week, funny, isn't it, how easily Christianity becomes submerged in materialism?

At dinner the other evening we turned to Billy, five and one-half years old, and, desiring to ascertain how he was getting on the world as he had found it thus far, we asked, "Say, Bill, who is the boss of your house?" His answer was abrupt—indeed, quite contrary to what we expected: "Mother is boss," he replied. Seeking further information regarding the conduct of our home we queried: "Then, Bill, tell me who gives Mother her orders." "We, nearly fell out of our chair, as he quickly answered, "The grocery man." (However, Bill has already confided in us that we are his "second best friend"—his Mother coming first.)

We always like to give people the benefit of the doubt. For this reason we are willing to admit that A. D. Jardine, of 511 Ann street, weighs less than 300 pounds. So much for that. But what we can't figure out is just how local Masons were able to provide "Dad" with a dinner last Thursday night at 60 cents per plate and make any profit on the deal. From a cursory observation of his appetite we would guess that he had five tickets ought to be sold him for any public banquet—and ten when oysters are being served. (Note: "Dad" tried to make us pay \$2.50 for the same dinner last Thursday—which we almost innocently did.)

The local political pot is beginning to boil in preparation for the annual village election March 8. Petitions are being circulated for the re-election of the entire present village commission. Personally, we hope that Shain, Bell, and Ladd are placed back on the commission; they ought to be on another term to carry out some of their present plans for municipal growth.

Last week the Birmingham Masonic Lodge celebrated its 75th year of existence. During the ceremony many men have gone through its ritualistic ceremonies. Who can say what effects Masonry has made upon the life of, not only Birmingham, but wherever Birmingham residents may go. As a member of the fraternal fraternity we know that we have never seen or heard anything in a Masonic lodge that was less for society—in fact, every part of the ritual attempts to make its members Christian brothers. Fraternization is simple brotherliness—and who will deny that the world is not in sad need of this attribute?

Casper J. Lingenan, Detroit realtor, last week called to the Exchange Club on the rapid transit problem that confronts this part of Michigan. It is by such men that dreams are made real—we hope Mr. Lingenan continues his talking along this line.

Those who are opposed to the United States entering the World Court merely show their unwillingness to accept the intent of European countries to prevent future wars, certainly such a thing as a World Court would be a fine thing to adopt to prevent the slaughter of posterity—millions—but it can never function unless the hearts of the people are willing. It still requires a lot of education to change the public's attitude for material things—it will require many generations before warfare is absolutely a part of the dark ages. But isn't the plan worthy of adoption, even now? For it can do no worse than bring on a condition that otherwise is absolutely probable by continued belief in our country's mythical "isolation."

from the manuscript or use it as a basis for an temporary address embodying the latest ideas in sales methods. Indicated in the manuscript bold-faced type are the points to be emphasized by projection of the suitable picture on wall or screen. Among the dozen films so far distributed are: "Why Do People Buy Automobiles?" "Where Can I Find Prospects?" "How Direct Mail Helps You" and "Giving a Road Demonstration."

The plan, presenting the most up-to-date ideas in retail selling has met with an enthusiastic reception by dealers and has been credited to thousands of letters received by the sales promotion department. Working hours of salaried men have been better organized, and has been furnished in working and solving seasonal and other problems and the selling thought of the factory, some office organization.

the dealer and the salesman has been unified. Its use is to be continued indefinitely with a constantly increasing scope.

Every advertisement in the Eccentric is a message from the merchant to you. When you want to go to a theater you read the theater advertisements to see if you'll like the show. You may read what, for instance, have to offer in each week of the Eccentric—in this way is the merchant's message brought to your very doorstep.

for Economical Transportation



Improved!

A Type of Performance
Never Before Obtained
In Any Low Priced Car

Thousands have already driven the Improved Chevrolet. They know its new smoothness, new stamina, new swiftness of acceleration.

They know that in performance it completely dwarfs every Chevrolet achievement of the past and that it ranks as the finest Chevrolet in Chevrolet history.

And if you are one who has not yet been behind the wheel, you have more than a treat in store. You have yet to experience a type of performance never before offered in any low priced car.

A performance so effortless, so smooth, so powerful, so spirited and thrilling in every phase, that you will call it nothing short of a revelation!

Chevrolet's leadership has been based on giving quality at low cost.

Now the Improved Chevrolet gives another reason for an even wider margin of leadership—performance the equal of which has heretofore been unattainable in the low-price field.

True, the Improved Chevrolet is easier-riding. True, there's striking beauty in the New Duco finishes. True, Chevrolet prices are lower. But the one great and outstanding reason why you and every other motorist should drive this splendid car, is to experience the matchless performance it now introduces.

Drive where you will—and as long as you like, through traffic, through sand, through mud, over hills—and over mountains if you please. Expect something really new, really worthwhile, something really unique—and you will not be disappointed.

New Low Prices!

Touring	\$510	Sedan	\$735
Roadster	510	Landau	765
Coupe	645	1/2 Ton Truck	395
Coach	645	1 Ton Truck	550

Berger Sales Company

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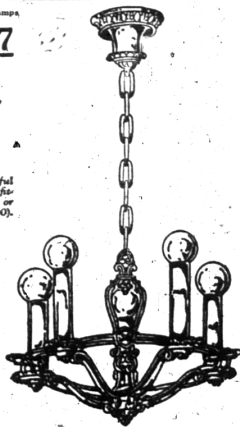
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Riddle 5-light candle fixture
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Save 25% on Riddle Fixtures

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No matter what kind of lighting fixtures you have, you can trade in one or more pieces and receive a 25% allowance on each and every Riddle Fixture selected in its place. Just think how Riddle Fixtures would improve the appearance of your home! Come in and see us about this most unusual offer. This chance is too good to miss!

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ARE DUE

AND ARE BEING RECEIVED

At The

BLOOMFIELD TOWNSHIP OFFICES

Second Floor, First State Bank Bldg.
NORTH WOODWARD AVENUE

(Signed) **Martha Dewey Wilson**
Bloomfield Township Treasurer.

Chevrolet Salesmen To Use More Films

A novel method of instruction for retail automobile salesmen, combining use of motion picture film with carefully prepared talks, used for the first time by the Chevrolet Motor Company, has been productive of remarkable results, according to R. H. Grant, general sales manager. Salesmen are taught through these pictures how to best demonstrate the Chevrolet car to interested prospects.

Although placed in operation among 1160 dealers of the Chevrolet organization a comparatively short time ago a total of 12,790 dealer meetings have already been held with an attendance of 71,230. Meetings held by dealers and factory representatives have totaled 19,920 with a combined attendance of 102,486.

As prepared by the sales promotion department, the plan calls for delivery of a projector to each dealer, subscribing to the service. A new film is sent out every two weeks, accompanied by a sales talk in manuscript form. In instructing his salesmen, the dealer may use the explanatory talk direct