

**The Better BUICK**

*Starts easily*

Buick motor cars are designed to run efficiently in every temperature, and under every climatic condition. Buicks start quickly, even at zero. The new, high-speed starting motor accomplishes this most desirable result.

*Runs smoothly*

Buick Automatic Heat Control reduces another cold-weather starting annoyance—that of hot, king, spinning misting engines. The exclusive Buick feature heats the fuel supply, and saves gasoline, automatically and immediately.

*Stops safely*

In rain, snow or sleet Buick mechanical brakes stop the car firmly, in a straight line. Neither heat nor cold affects the direct mechanical action of these brakes. There is no liquid in them to expand, contract or leak away.

*and the Buick engine is full-pressure lubricated*

The Buick engine is full-pressure lubricated. Every part gets a flood of oil as soon as the engine starts, every day in the year. An emergency feed tube siphons oil to the pump, even though the cold has congealed the oil around the pump screen.

Buick is a better Motor Car—in Every Kind of Weather

**ARTHUR ROSE BUICK SALES**  
PONTIAC  
James E. Valentine Salesman  
117 WORTH ST. BIRMINGHAM  
At Pontiac Sales Room Every Friday

**Shampooing Marcelling**

We are giving Soft Water Shampoos

**POWDER PUFF BEAUTY SHOP**  
Cor. S. WOODWARD and W. MAPLE  
... Phone 670 ...

**FORD ADDS SPECIAL EQUIPMENT TO CARS**

Wire wheels, windshield wipers, kypsy curtains, top boot, double car bumpers, and automatic windshield wiper are being added to the items of special equipment manufactured by the Ford Motor Company. The first public display of this equipment will be during the Ford National Show Week, Jan. 9-10.

These specialties are not "extras" but have been so designed by Ford engineers as to become actually part of the car. Stamped with the trade mark of the company in its familiar script, the equipment has the identity of genuine Ford parts and is held to the same standard of quality as the car itself. Behind them lies extensive experiment to determine the type and construction best adapted to Ford cars; experiment which was unhampered by any compromise necessary to permit adaptation to some other kind of car.

The introduction of these specialties conflicts in no way with the company's policy of refraining from dictating to a purchaser the amount of equipment he must buy with his car. Those to whom economy is the principal consideration will in future, as in the past, be able to purchase Ford cars in which the standard equipment will include only those features essential to the safe and efficient operation. On the other hand, to those who are interested in the completely appointed car will be available specialties produced according to the same standards of quality which are incorporated in the car itself.

**CASEY AT THE BAT**

The bases full—the batter's up! Oh my, how still we sat Me and Ned and our little pup With Casey at the bat.

GET the base ball game by radio—it is a wonderful thrill that you'll get. Whether you are nursing a grouch or a sore knee or both, the radio will let you listen in to the game and you'll get it play by play.

**FOLLOW THE ADVENTURE RADIO BUG**

**LEONARD ELECTRICAL CO.**  
134-W. MAPLE AV.  
PHONE 220

Please try to get your "Classified Ads" into the Eccentric office before Wednesday night, at six o'clock, of each week. For as little as 25 cents you may advertise your wants in this column—try one this next week and witness enthusiastic response. (The Eccentric's telephone numbers are 11 or 12.)

Telephone your NEWS to The Eccentric. Phones 11 and 12.

**Goodbye Old Garbage Can**

**GUARDIAN INCINERATORS**

dispose of all refuse and garbage quickly and without odor

Write Us For Circular

**J. W. ROLLINSON**  
712 Polk Directory Bldg.  
DETROIT  
Ph. Cadillac 7317-89

**SOLD HIS FIRST BUICK 17 YEARS AGO IN A BARN**

Twenty-three years ago Charles Haverstock of Topeka, Indiana, decided that automobiles were here to stay. He began to look around for a franchise and selected the Buick Valve-in-Head car.

He began selling in the little Hoosier town among people who looked upon automobiles as new-fangled, unreliable contraptions which could never become practical.

The first year Haverstock sold three of the first eighteen Buicks built. These cars were two cylinder models, the builders firing against each other. The power plant was under the driver's seat.

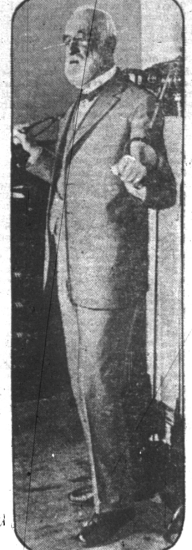
Haverstock's first sales room was an old barn in Topeka. Later as automobiles came more into public favor and as his business increased, he moved into better quarters. Today he owns a hotel, well equipped sales and service building which is known throughout Northern Indiana. He is still selling Buick Valve-in-Head cars, and every year is enjoying increased business. He is one of the oldest automobile dealers in America in years of service.

"Twenty-three years of selling Buicks in a country town has convinced me that I made a wise choice of business," says Haverstock. "During this period I have seen many men take over the agency of other makes, only to fail, either from inability to market the cars or because their company had gone out of business. On the other hand, I have always had a reliable car to sell, have always had a full line of parts for my customers, and have always been able to assure them that the cars they bought from me would never be 'orphans.'"

**WE HEARD IT SAID BY—**

(Little Editorials picked up by the Staff in and around Birmingham.)

**His Daily Dozen**



Representative Charles P. Steedman, North Carolina, at 64 is the oldest member of the House of Representatives. He still is young enough to take his daily dozen in the House gymnasium.

**And Washington the Mouth**

Jack Hughes remarks that "Florida is the chin whisker of the United States." This makes Massachusetts the nose which of course, is just what it is the seat of a country's intellect.—Boston Transcript.

Paramount comedy "He's a Prince." Five all-star vaudeville acts will supplement the above features for both halves of the week.

Adolphe Menjou in "The King on Main Street" is the current attraction the last three days of this week.

Larry Sulberg, 515 Henrietta Street, Manager Butler Paper Co., Detroit: "I moved to Birmingham in May, after looking over the various sections surrounding Detroit. I think that Birmingham is a Heavenly place to live. I have bought property here and expect to make it my permanent home."

J. B. Howarth, director of Baldwin Public Library: "Patrons of the periodical department of the Baldwin Library seem to appreciate the recent addition of popular publications including Detroit Saturday Night, Acerglow, Garden, Making, Pictorial Review, Time, and Boy Life. All the periodicals are loaned for home reading a feature of the library service that meets with popular approval."

Clarence Vliet, Supt. of Birmingham schools: "I believe that the Greater Woodward Avenue Association can do a great deal of good for this community. If the local business man could only realize that the average family spends between three and four thousand dollars per year, he would get back of the movement to bring new families to Birmingham and vicinity. Let's get Birmingham out of its 'swaddling clothes' into grown up garments."

W. Whiting Raymond, connected with Walsh, James & Wasey Co., realtors: "In the growth of new residential territory, it is true that the real estate operator gets the first profit; however, for all time after that the local business man is the one who cashes in on the expenditures of the community."

Charles F. Spain, village president: "Certainly it is fine for us to let the world know about the beautiful country in Birmingham and vicinity. I believe that it is up to the business and professional men of Birmingham to assist in bringing new families into our midst. To aid a publicity campaign to bring new families out here is not purely selfish—for who will deny that people are not grateful once they live here?"

Mrs. Louis Hasell, president of the Birmingham Student Loan Fund Committee: "It is very gratifying to me, as a member of this organization, to know that so many people stand back of our attempts to aid local boys and girls obtain higher education. Local people are certainly supporting a worthy cause."

We Are "Your Printers".

**FEAR NOT TOMORROW**

TOMORROW! Plans are made! We will have, our home. The children will go to school. Our eldest son will be a doctor. And Mary wants to go to Normal School. So we plan.

But there is one that will carry your well made plans to completion. And that is Insurance.

See me or call, and I will advise you how this insurance can aid you!

**INSURE TODAY**

Then tomorrow comes. And with it, some- Insurance can aid you!

**THOS. H. COBB, INSURANCE AGENCY**  
Phones 948 and 949  
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**TASTIEST MEATS**

IT'S a treat to eat these Meats! They possess the full-flavored deliciousness that means they're chosen from the best there is.

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**Olsen's Market**

The Market of Quality Meats and Poultry

plus service  
WE DELIVER  
110 S. Woodward Avenue

**Buy Today—benefit by tremendous Price Reductions!**

When Dodge Brothers startling new prices are made known on January 7th, the full amount of the reductions will be refunded immediately to all purchasers since midnight, December 15th.

This means that you can buy your Dodge Brothers Motor Car today, enjoy its immediate use, and still benefit fully by the savings yet to be announced. Dodge Brothers product today is better than ever before.

Price reductions are made possible by the completion of a \$10,000,000 expansion program that will practically double production.

The savings effected through this enormous increase in output are being passed directly on to the buyer—in conformity with Dodge Brothers traditional policy.

**EVANS-JACKSON MOTOR CO.**  
119 SOUTH WOODWARD AVE.  
PHONE 301  
Birmingham, Michigan

**DODGE BROTHERS MOTOR CARS**