

Record Demand Being Made For Humobile

Humobile enters the 1926 selling season with the strongest demand for its cars it has ever known...

"Outstanding success has greeted both our cars—the six and the eight—throughout the country," said Mr. Hutchinson...

"Both ourselves and our distributors see the greatest success for Humobile for 1926 that we have ever enjoyed..."

March, according to Mr. Hutchinson...

son, will be the largest month in the company's entire history...

"We have already produced and sold more than 12,000 six cylinder cars, and the demand for these cars is necessitating constantly larger production facilities to meet it..."

Auto Is Basis Of Much Of Nation's Industry

BY H. H. BASSETT. Pres. & Genl. Mgr., Buick Motor Co. Few people stop to realize what an important part the automobile plays in our national prosperity...

of all the products of this group is consumed by it. Rubber and gasoline are the most dependent, 80 per cent of all produced being used by the automobile...

BIRMINGHAM DEPARTMENT STORE

L. E. DAVIDSON (Successor to M. Levinson) 116 SO. WOODWARD AVENUE

For twenty-eight years BIRMINGHAM'S FOREMOST STORE ANNOUNCES THE RECEIPT OF MORE



New Spring Frocks

Even more dazzling and bewitching than our first showing that made such a pronounced hit. Emphasizing strongly on the popular flared skirt...

\$10.75 and \$16.75

Smart Accessories for Spring

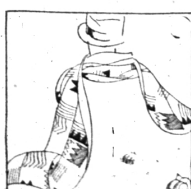


Gay Flowers 50c & \$1.00 each. Sprinkling indeed are these quaint posies and just the thing to give a note of color to the new outfit.



Neckwear 75c & \$1.25. Dainty finish to the simple spring frock are these new net and lace collar and cuffs—very unusual values, too.

The woman who assembles her costume for the new season is particularly thoughtful in her selection of accessories for her knees that upon them much of the success of the ensemble depends...



Colorful Scarfs for Spring

The final touch of color is given with such beautifully patterned scarfs as these. Some are of printed silk banded in plain color. Others are of heavy satin painted in attractive designs...

The New Hand Bags at \$1.50 to \$12.75



Very important is the correct purse. The styles featured here are most attractive—flat envelope bags with appliques in brilliant color, pouch shaped bags of leather...

Handkerchiefs you'll adore—a special showing at



At 35c, 3 for \$1 others from 10c to 75c each

\$1.95, \$2.95 and \$3.50

Chevrolet Demand Is Industry Heads Join Making New Records Walsh, James & Wasey

Detroit, Mich., March 5.—A greater number of automobiles is being built this month by the Chevrolet Motor Company than ever before...

The new high schedule for March for Chevrolet cars which necessitate a record January production of more than 14,000 units...

New Pontiac Six Is Result Of Much Work

Before the new Pontiac Six was placed into production by the Oakland Motor Car Company, six different engines were built and tested...

The fifth engine built was unanimously decided upon by both Oakland and General Motors engineers as being fundamentally the type of engine that should go into the new car...

A number of men prominent for years in other lines of business have definite indication of their belief in Detroit suburban real estate development...

These men exemplify a high type of Detroit business men which our sales department is now attracting by virtue of already developed properties in the Birmingham and Bloomfield Hills districts...

RECLAIMED RUBBER BAD FOR NEW TIRES, IS CLAIM

Secretary Hoover's appeal for the conservation of rubber in its varied uses in the United States, and the general broadcasting of the fact that larger rubber reclaiming facilities are being provided has induced some manufacturers to put shoddy or reclaimed rubber into tires...

ADAMS P.-Y. A MEETING. Annual meeting and election of officers of the Adams Post-Office Teachers Association will be held Tuesday evening at 8:00 p. m.

STATE OF MICHIGAN—The Probate Court for the County of Oakland, at the County Office in the City of Pontiac, in and for said County, on the 27th day of February, A. D. 1926.

COMMUNITY HOUSE. Friday, March 5—Miss Smith's Dancette Classes, 11 to 12, 2 to 3 p. m.

CHARLES BUCK IS NEW HEAD OF SERVICE CLUB. The semi-annual meeting and election of officers of the Young Men's Service Club took place on Wednesday noon at the City Hall.

INSTRUCT VOTERS. All day tomorrow and Monday the committee of women, members of the Woman's Civic League, will be at the Community House to instruct women in any processes of voting of which they are not sure.

ESTABLISH LIBRARY. The Present Day Club of Eco City will hold a book sale tomorrow at the Schlack's Market. The proceeds are to go toward the establishment of a community library.



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There is no reclaimed rubber in either the carcass or the tread of the General tire and there never will be, is the positive announcement of William O'Neil, president of the General Tire & Rubber Company...

"So the practicable way to save rubber, so far as manufacturing tires is concerned, is not by keeping it out of tires, but on the contrary by putting it in. Rubber in tire carcasses it must be understood, goes deeper than the tread. The finest friction rubber and cushion rubber necessary to the production and wear of a good tire carcass. Unless there is plenty of the best rubber used in building a tire it produces a justifiable combination that resists against the long wear of the tire carcass. Moreover, a tire carcass must protect the inner tube and if it is made of inferior material, such as reclaimed rubber, it will not only injure the inner tube, which is made of pure rubber, but will cost the consumer a lot more money in tire mileage than a tire made with a regular increased safe way to save rubber is to make the tire wear longer by most tires manufactured last year was at least double the mileage rendered by tires made before the war. By replacing good rubber with shoddy it would mean getting back to pre-war mileage with a resulting increased cost to the tire user, an economic loss."

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