

MAN AND WIFE HURT IN CRASH

Investigation Ordered Into Accident At Bloomfield Village

Chief William Putnam of Bloomfield Hills has ordered an investigation into the cause of the accident at noon Sunday on Woodward avenue in the Hills, which resulted in injuries to a man and his wife.

Both were taken to the St. Joseph Mercy Hospital at Pontiac for treatment. They are Mr. and Mrs. William Rawns, 240 south Anderson street, Pontiac.

The automobile in which they were driving crashed into a telephone pole after being crowded from the road by another car, witnesses told police. The car overturned twice and both occupants were severely cut and bruised.

ITALIA SNAPPED EN ROUTE NORTH



An unusual photo of the Italian polar dirigible Italia, snapped while passing over the city of Stockholm, Sweden, en route for Spitzbergen, carrying General Umberto Nobile's North Pole expedition.

ENGINEER SPEAKS AT U. OF M. MEET

Yellow Coach Official Chooses 'Costs' For Subject In Address To Students

J. E. Bamforth of 229 London street, transportation engineer in charge of operating statistics for the Hertz Driverself Stations of Pontiac, spoke at a meeting of the University of Michigan highway engineering classes at Ann Arbor yesterday.

His subject was "Motor vehicle operating costs" and through the medium of a number of official charts, compiled by him in connection with his daily statistical work, he pointed out the relation between time costs and running costs in the operation of automobile equipment. Particular stress was laid on "time obsolescence," the parasite of motor vehicle operation. Mr. Bamforth stated that it is becoming more and more important for transportation and other engineers to study finance and obtain a clearer picture of its relation to engineering in the modern business field.

Mr. Bamforth and family recently moved to Birmingham from Oak Park, Ill., at the time the Yellow Truck and Coach executive offices and the offices of subsidiaries were concentrated at Pontiac. He is a graduate of the University of Michigan school of engineering and is recognized as a leading authority on automotive transportation costs.

WE HEARD IT SAID BY—

Judge Fred H. Aldrich: "The large cities are crowding people into Birmingham with the result that there is great growth here. Hence as the village continues to grow the need for the new Community House increases."

MOTOR PROFIT SHOWS GAIN

Cleveland May 23.—Despite the lower prices on automobiles last year, motor car company profits were more than 28 per cent on the capital investment.

This margin, however, is attributed to closer buying of raw material rather than the factors of mass production, clever advertising and high pressure selling. As a result, it is said, the leading steel producers suffered a decline in their profits until last year their margin was only a little more than 5 per cent of their capital.

This comparison is brought out by John W. Hill in a recent article in the Iron Trade Review, published here.

Ford Not Covered
Hill compiles figures for 11 leading automobile manufacturers, excluding Ford, whose figures are not available, and 11 leading steel producers. Comparing these he finds that the auto industry has been making a profit five times as great as the steel industry.

The reason for this difference, Hill suggests, may be the practice of automobile manufacturers to buy closely and make almost excessive demands on the furnishers of raw materials. Thus, the profits are taken not so much from the consumer, for whom prices have had to be reduced, as from the producer.

Hill quotes an Eastern banker, who says: "Frequently when an automobile producer reduces the price of its car it expects suppliers to cut their prices in proportion. By this method the automobile company protects or increases its profits, while the supplier, already working at rock-bottom levels, sometimes holds the bag."

Steels Suffering
The result is that the steel industry is in poor shape, according to Hill. "Since 1902," he recalls, "iron and steel prices have advanced only 23 per cent, while wages in the industry have increased 150 per cent. During the same period prices of general commodities have advanced 77 per cent."

A little more than a decade ago, not more than four per cent of the steel manufactured went into automobiles. But now, with steel bodies in general use, the automobile industry is one of the iron and steel, taking 15 per cent of finished steel production in an average year.

SPEEDER'S FINE UP FROM \$5 TO \$20
Alexander Simon, Flint, no street address given paid a fine of \$20 in justice Floy S. Buck's court Monday on a charge of speeding in Bloomfield Hills village. Simon refused to pay a fine of \$5 imposed upon him by police in the Hills and was haled into justice court here.

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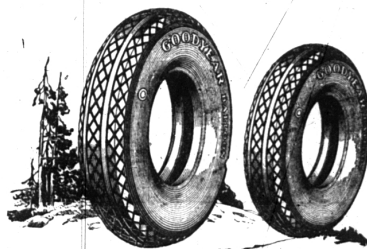
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WOODWARD AND DAINES
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The Town that Time Forgot

It is not so much that the rolling hills lift you up so high that you may look far over town and country. It is not even the seemingly sunnier sunshine, the free sweet air, or the charm of gnarled old fruit trees with their promises of blossoming glory, that is drawing so many nowadays to Franklin Village. The urge that none may turn from is more the haunting spell of bygone days that hangs forever over this sleepy valley. Here dozes a little white village untouched by the drab hand of city makers, a setting for homes that recalls the days when homes were homes indeed . . . Franklin Village . . . "The Town that Time Forgot."



Franklin Village

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