

DRIVE OPENS FOR RED CROSS

Annual Roll Call Membership Campaign Starts Nov. 11; Shain, Mrs. Mann Re-elected

Armistice Day, Nov. 11, will open the annual roll call membership of the Red Cross, Charles Shain, announced. The roll call will continue until Nov. 29, Thanksgiving, he said.

Mr. Shain and Mrs. R. H. Mann, of Greenwood avenue, were re-elected Bloomfield Township directors of the Oakland County Red Cross chapter at the annual meeting in Pontiac.

Reports were read, Mrs. Carrie M. Taylor, executive secretary, announcing that 248 ex-servicemen and relatives of present service men have been aided by the chapter during the last year, in obtaining their compensation and pension awards and hospitalization if ill or disabled. Her reports showed that

REALTORS REVIEW BUSINESS IN VILLAGE OF RECENT TIMES

"Answering your question as to the outlook of the real estate business in Oakland County," said E. H. Tillotson, of Colgrove, Buck & Tillotson, "our business in the past two months has been remarkably good, and compares most favorably with 1926 and the first half of 1927, which were banner years with this organization.

"In the past 60 days we have sold for investment purposes two income pieces of property in Pontiac for the Community Improvement company. One of this was the block of stores at Auburn and Shirley avenues, and the other additional stores on Orchard Lake avenue in Keego Harbor. In addition to this, we have sold the 12 1/2 feet of Rousseau property on west Maple, here and only this week disposed of the Healy residence, one of the largest homes in Querton Lakes Estates.

"The demand for Birmingham business property can perhaps be best illustrated by the fact that in the last 60 days we have leased 10 stores, aggregating 300 feet, which is more than the average city block, in the heart of Birmingham's busiest business section.

"Another interesting phase of this leasing, which was all made for a term of years, is the fact that in practically every instance where our client was already in

KELLYGRAMS

By FRED C. KELLY

WHEN Henry Ford put his famous \$5 a day minimum wage scale into effect, he might have said to his men: "Work a little harder and you will make more money." Instead he said: "Here's more money for you. But unless you work harder and earn this increase, we won't be able to keep you." He knew that a man will work harder to keep what money he already has, than to get a promised return that he has not.

business in Birmingham, we have been compelled to find him larger quarters, which is a healthy indication of local merchandising conditions.

"Among these leases, we are bringing to Birmingham several well-known merchants who have never been here before and who are coming on the statistics we are able to present that the Bloomfield-Birmingham district has a larger purchasing power per family than any other section of Michigan.

"Among these leases is a new 40 foot store on Woodward avenue in East Hives property for the Kroger company, who will open one of the finest of their stores in their greater Detroit district.

"Another lease is for a 30 foot store which is now being built on west Maple avenue for the Atlantic & Pacific Tea company which will give them a new, modern market thoroughly in keeping with their aggressive merchandising methods.

Across the street, on the east side of Maple, Dr. Hugo A. Freund has purchased and is turning over to us to manage with the rest of his property which consists of the Field building and the stores adjoining, the building now occupied by C. F. Smith company.

"This, with some residential leases and the usual run of individual building sites and other business, have given us a satisfactory volume over the past two months, and what is even more interesting, we are finding action in Oakland County acreage, Bloomfield residential sites and Birmingham property, both improved and unimproved, that we have not experienced in months.

"This is particularly interesting in a Presidential year as it completely upsets the old static condition which always seemed to come with the election of the country's Chief Executive. We feel that with the election over in the next few days and Detroit and Pontiac in the most prosperous condition in their history, that the real estate outlook in Oakland County was never brighter."

WHO'S WHO AND TIMELY VIEWS

Anti-War Treaty Seen As Progressive Step
By NICHOLAS MURRAY BUTLER

College President (Nicholas Murray Butler was born at Elizabeth, N. J., April 2, 1862. He received A. B., A. M., and Ph. D. degrees at Columbia university and later studied in Berlin and Paris. He holds 20 honorary degrees from American and European universities. He began teaching as an assistant in philosophy in 1885, and became president of Columbia, in 1902, which office he has since held. His home is in New York City.)

The signing of the treaty renouncing war, recently signed at Paris, is an example of the tendency toward international co-operation and international association, which is the fourth of the moving forces which are making history in our time. The other moving forces are the challenge, the principles of modern democracy as exemplified by abandonment of a democratic form of government in Italy and in Russia, the disintegrating influences upon conventional and established habits and beliefs as shown by in-



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of arbitration. Then followed the second Peace Conference at The Hague in 1907, when, with effective American co-operation, the plan for a permanent court of international justice was agreed to in all respects save as to the method of selecting the judges.

The great war converted even the most skeptical of statesmen and philosophers to the absolute necessity of preventing its repetition. As a result we have the League of Nations with its already impressive record of achievement, the mere existence of which has altered the whole point of view of the peoples of Europe.

We have also the permanent court of international justice at The Hague. Finally, we have the epoch-making treaty recently signed at Paris which commits the governments of the civilized world to the renunciation of war as an instrument of policy. This means that hereafter these governments, in their dealings with each other, will not contemplate war, prepare for war, much less threaten war as a means of securing the success of their contention or point of view in any international business or difference which may arise. They will, on the contrary, act as civilized human beings and bring their differences and discussions to a peaceful end by established methods of diplomatic discussion, conciliation, arbitration and judicial settlement.

The first Peace Conference at The Hague, called by the Czar and his Ministry in 1899 by an invitation to the nations, which is noble in conception as well as truly prophetic, marked the next long step forward. Out of its labors came the most useful permanent court

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DEAD TO THE PIN

by F. E. Sternal

If folks bought automobile tires like they buy golf balls, I'd sell a lot more Goodyear Tires than I do now.

Imagine a dyed-in-the-tartan golf bug playing an important match with a driver that has a cracked shaft—liable to go "bust" on the third tee.

No, sir, his clubs must be right, even if his children go without shoes.

Yet the same man will flop around on an old tire about to pass out any mile; and after the catastrophe, buy a tire for a dollar or two less than what a genuine Goodyear would cost because he thinks he is getting a bargain.

When the old Bacillus Divot-icus gets into a man's blood, the ancient Caledonian pastime becomes real and earnest. He eats it—sleeps it—thinks it, as well as plays it and talks about it.

Let a friend loan him a brassie with which he gets a few more yards, or let a pro recommend a certain kind of mid-iron, and he'll have one like it if he has to

commit arson, mayhem and bar-ratry to get it.

I keep advising the motoring public that Goodyear Tires give distance, carry, accurate approach, true roll, and all the rest of it—still there are some cars about this town not yet shod with the famous "All-Weather" Tread.

A golfer would never overlook such advice about his clubs. He'd give the article praised a try-out anyway.

Low quality tires have caused more profanity than all the sand traps and water hazards in the golfing world, yet some folks keep right on buying them.

Tell a golf maniac that Farrell, Jones, Hagen all use a certain kind of club or ball, and he gets it.

Still some motor maniacs overlook the fact that "more people ride on Goodyear Tires than on any other kind."

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