

ADAMS IS NAMED DISTRICT MANAGER

William L. Adams, 517 Ann street, is today the district manager of the Prudential Life Insurance company in Birmingham following a recent appointment.

Mr. Adams was formerly district manager in St. Clements. His office is located in Royal Oak.

Phone your news items to The Eccentric. Phone 11 and 12.

STRAIGHT AND TO THE POINT

WIFE: "WE'RE IN A FINE FIX—NO ACCIDENT INSURANCE! WHAT WORK CAN YOU DO IN THAT CONDITION?"



HUSBAND: "WELL, AS YOU SEE, I'M ABLE TO BE ABOUT I OUGHT TO BE ABLE TO SELL A LOT OF ACCIDENT INSURANCE!"

For ACTION SEE J.B. HOWARTH & SON REAL ESTATE INSURANCE PHONE 321 FIRST NAT. BANK BLDG.

FORMATION B COMES EAST AND ARMY FACING STANFORD WONDERS WHAT IT'S ALL ABOUT



Stanford's backfield and coach.

Exclusive Central Press Dispatch to The Eccentric

New York.—Formation B? What is it? Is its value overrated? Will it prove as successful against a great eastern team as it has against far western opposition?

These are the questions troubling coaches at the Point as the big intersectional clash between Leland Stanford university and the Army on a New York football field Dec. 1 nears.

Formation B has enabled several small far western college teams to defeat bigger opponents this season. It is the brain child of Glenn "Pop" Warner, head coach of Stanford, who has developed as coaches have picked it up, learning the formation during the summer coaching school at Stanford.

Pop a Sly One

The fact that Pop Warner in-

vented it adds to the Army's discomfort. The Stanford coach has won important games in the past through his quick wits and strange plays. The most noteworthy exploit ever pulled by Warner was when he devised a trick sweater for Charles Dillon, the Carlisle Indian star, before a game with Harvard.

Dillon received the kickoff, shoved the ball up a pocket in the back of his jersey and galloped 105 yards to a touchdown which won the game before the Harvard players realized what man had the ball.

Now that Stanford is ready to meet the Army in New York, Warner's formation has become national wide.

The new formation is a new backfield combination designed to replace the old and widely used formation A. It lends concep-

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Formation Simple

The new formation B is simple; but mystery has lent it an air of something dazzling, something to be uncovered and splashed on the field for a couple of touchdowns.

Formation B differs from the old formation A previously used at Stanford in that the halfbacks are moved further out, almost behind the ends; two "fullbacks" are employed and the center calls signals. The center carries the signal only because Warner believes Heineke, his center, to be the best man for the responsibility.

In lining up, the halfbacks play wide and the quarterbacks stand at least six yards back of the ball. The value of the formation lies in the fact that the center can lift the ball to any of the four backs and the defensive team has difficulty in determining who will receive it.

This offensive formation makes it far more baffling to the opposing team in stopping double or triple reverses, passes, lateral and fake passes, punts or line bucks. On reverses either of the halfbacks can cut in, run interference or fall back to protect a play.

It all boils down to this: An opposing player can't tell what play will be used when they all start from the same formation. He will not be able to tell who is carrying the ball and accordingly does not know where to move to meet a play. The defensive team must play a man for man defense.

Western colleges believe B formation to be the best formation yet developed, since the offensive team can hit either side of an unbalanced line with great drive and power.

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DRIVER FACES COURT TODAY

Eight Nabbed By Police On Traffic Charges Here And In Hills

Trial will be held today for one alleged reckless driver who is included in eight arrests made during the past few days, by Birmingham and Bloomfield Hills police.

Thomas P. Clearing, Kenwood Hotel, Pontiac, is out of jail on a bail of \$150 pending his trial at 2 p. m. Arraigned Monday, he pleaded not guilty to the charge preferred by Patrolman H. E. Mildebrandt. He was held in jail over Sunday. A companion, J. G. O'Donnell, Kenwood Hotel, was charged with being drunk by Patrolman Leslie Trueblood. He pleaded guilty and paid \$25 to Justice Floyd S. Buck.

Pleading guilty to a charge of reckless driving made by Motorcycle Patrolman George Townsend, Grant A. Heilig, 53 James street, Pontiac, paid \$15 to Justice Malcolm Hunt, Monday. He was arrested Sunday after a chase on Woodward avenue to a half mile road.

Saturday, Eberto Casoli, 4795 Garland avenue, Detroit, was arrested for speeding 45 miles per hour on Woodward avenue by Townsend. He pleaded guilty and was fined \$15 by Justice Hunt.

Charged with violating the traf-

WE HEARD IT SAID BY—

Mr. Otto F. Belser, Community House Thrift Shop: "Our records show that last year we served 200 persons at our Thrift Shop, selling 1188 pieces of clothing. Already this year nearly equal that of last. We would be glad to receive any donations at our offices in the First National Bank building any Wednesday or Saturday from 2 to 5 p. m."

se signal st. Woodward avenue and Long Lake road, Orell Jensen, 1688 Pasadena avenue, Detroit, who was said to be driving a fuel oil truck without a chauffeur's license, paid \$10. He was arrested by Isma Banks, Bloomfield Hills patrolman, and arraigned before Justice Buck.

Five dollar fines were paid by Harold Miller, 2210 Pingree avenue, Detroit, for driving without a trailer license, and George Kostruba, 4848 Maryland avenue, Detroit, Saturday, for speeding. Both were arrested by Patrolman William Green.

For speeding on north Woodward avenue, George Marusak, 558 Pasadena avenue, Flint, paid \$10 to Justice Buck, Monday. He was arrested, Sunday, by Green. For driving his car at the rate of 65 miles an hour in Bloomfield Hills village, James L. Hinson, of Flint, was fined \$20 by Justice Buck. Patrolman Isma Banks made the arrest.

\$25.00 a Week

is the beginning salary of one secretarial graduate, who was recently placed in a local office. This position offers excellent opportunity for advancement and has been occupied by Institute graduates for the past 7 or 8 years. Many similar calls are received by the Institute Employment Department.

Four times as many employment calls have been received during the past year as could be filled.

COURSES IN BOOKKEEPING, ACCOUNTING, SHORTHAND, TYPEWRITING AND SECRETARIAL TRAINING Both day and evening classes.

ALSO EXPERIENCED INSTRUCTORS IN PIANO, VOICE, VIOLIN, SAXOPHONE, CLARINET, UKULELE, MANDOLIN, GUITAR, BANGLO, ELOCUTION, AND PUBLIC SPEAKING. Pupils recitals held monthly.

The Business Institute and Institute Conservatory INSTITUTE BUILDING

15-19 W. Lawrence St. Pontiac, Mich.

For further information call at the office, telephone Pontiac 85, or mail this entire advertisement, underscoring the branches in which you are interested.

Name Address

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

STUDEBAKER The Great Independent

now holds every official record for fully equipped stock cars, including the greatest feat of endurance in history—The President Eight's world record of 30,000 miles in 26,326 minutes!



WESTERN UNION

Received on 100 North Main St., South Bend, Ind. 129 NOV 13 AM 7 18

THE STUDEBAKER CORP. SOUTH BEND IND. AT ATLANTIC CITY SPEEDWAY TWO FULLY EQUIPPED STOCK MODEL PRESIDENT EIGHT ROADSTERS EACH COMPLETED TWENTY FOUR HOURS CONTINUOUS RUNNING TODAY AT 5:14 P.M. WITH AVERAGE SPEEDS OF 85.200 AND 85.082 MILES PER HOUR STOP. THIS ESTABLISHED TWELVE NEW OFFICIAL STOCK CAR RECORDS. HOUR STOP. THIS ESTABLISHED TWELVE NEW OFFICIAL STOCK CAR RECORDS. HOUR STOP. THIS ESTABLISHED TWELVE NEW OFFICIAL STOCK CAR RECORDS.

STUDEBAKER TOTAL OF ONE HUNDRED TWENTY SIX OFFICIAL AMERICAN RECORDS ON EVERY OFFICIAL ENDURANCE AND SPEED RECORD FOR FULLY EQUIPPED STOCK CARS.

See these four great lines of Studebaker champion cars!

The President Eight Within six months after its introduction, it outsold all other 8-cylinder cars! A world record set by 30,000 miles in 26,326 minutes! \$1685

The Commander Only the Studebaker President ever approached The Commander's official speed and endurance record of 23,000 miles in 22,968 minutes! \$1495

The Erskine Six Proved itself finest, fastest car under \$1000 by racing 1000 miles in 964 minutes under official super. \$835

All prices f.o.b. factory

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Sports Done Brown

By NORMAN E. BROWN

Roaming around in the southwest lately, meeting many football men. The usual weekly success of the midwestern colleges was mentioned.

"No wonder Coach So-and-so always has a good team. If you'll take the afternoon off, I'll run out to one of his 'farms,'" spoke up a native.

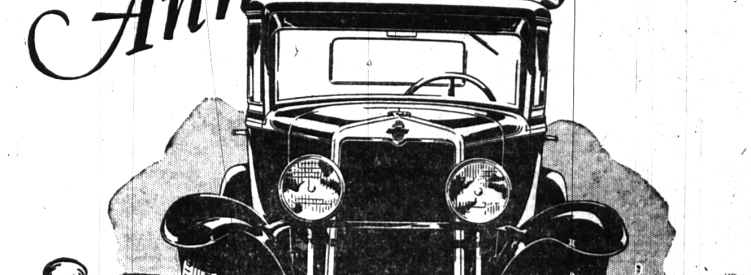
He then proceeded to establish, beyond a doubt, believing his facts to be true, the direct working relationship between the college and high school in question—up to the point of the personal contact between the two coaches and the weekly receipt of plays to be developed by the high school material.

So apparently, we have the "farm" in college football now, as well as in professional baseball. Just how far this movement has progressed might be interesting reading, if the facts could be gathered.

Knute Rockne certainly stands alone these days as a football genius. The three defeats sustained by his Notre Dame eleven so far this football season increased the total number of lickings handed the Catholic team during Rockne's reign to 12—over a period of 12 years!

This season marked the second campaign in his career at the South Bend, Ind., school, that his teams have been defeated more than once in a campaign. In 1925 his boys were turned back twice.

Announcing -



The Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four!

The Chevrolet Motor Company announces The Outstanding Chevrolet of Chevrolet History... a Six in the price range of the four!

Spectacular as Chevrolet's achievements have been in the past... notable as its engineering triumphs have proved themselves to be—this remarkable new car dwarfs every previous Chevrolet accomplishment. Not only does it introduce into the low-price field a new measure of performance, comfort, beauty and style—but it is sold at prices so low as to alter every previous conception of motor car value.

The new six-cylinder valve-in-head engine—developed from more than a hundred motors designed especially for this sensational car—stands out as an engineering masterpiece. With a power increase of approximately 32% over the previous Chevrolet motor... with sensationally greater speed and faster acceleration—it offers a type of performance that is literally astounding... even to those who have been accustomed to driving cars costing hundreds of dollars more. And it affords an economy averaging better than 20 miles to the gallon of gasoline!

In appearance, this Outstanding Chevrolet is destined to become an automotive sensation—so smart, so stylish and so distinctively ap-

pointed that it rivals the conliest custom creations. The marvelous new Fisher bodies are longer, lower and roomier with adjustable driver's seat in all closed models—and reveal the matchless artistry of Fisher designers. With their modish new colors, their smart dual moldings and their distinctive concave pillars, they achieve a degree of original beauty that has seldom been equaled.

You are cordially invited to visit our showroom and secure complete and detailed information on this sensational new car which will be ready for delivery beginning January 1st.

Advance Showings

The Outstanding Chevrolet of Chevrolet History will be displayed in a series of advance showings in the cities listed below:

- New York, Nov. 24-29, Waldorf Astoria Hotel and Chevrolet Retail Store, Broadway at 57th...
- Detroit, Nov. 24-29, General Motors Bldg., Washington, Dec. 14, Mayflower Hotel...
- Chicago, Dec. 1-6, Pure Oil Bldg., Wacker Drive & Wabash Ave....
- Los Angeles, Dec. 1-6, Ambassador Hotel Auditorium...
- San Francisco, Dec. 8-13, Civic Auditorium, Larkin Hall...
- Cincinnati, Dec. 8-14, Hotel Simpson...
- St. Louis, Dec. 8-14, Arcadia Ballrooms...
- Atlanta, Dec. 15-18, Auditorium-Armory...
- Dallas, Dec. 18-22, Adolphus Hotel Junior Ballroom...
- Portland, Ore., Dec. 18-22, Public Auditorium.

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