

“ASK FOR A RIDE” CAMPAIGN OPENS

Shaw Motor Sales Co. Begins Informal Demonstration Drives

New Series Pontiac Big Sixes, identified as “informal demonstrators” by large red rockets painted on their sides, were stationed with waiting drivers today in front of the Shaw Motor Sales, 912 South Woodward avenue, ready to accommodate every passer-by who asks for a ride.

The local demonstration, part of a national campaign in which more than 4,000 Oakland-Pontiac dealers are participating, will continue through Apr. 20. Each day demonstrators will be available until 10 p. m. The watch word of the campaign is “ask for a ride.” No other formalities are necessary.

The Pontiac Big Six has increased new elements of speed. Try An Eccentric Classified Ad.

**SERVICE MEASURED BY GOLD RULE**

Let's On Easter Day, let us think of its real significance, and forget, for a time, new hats, bunnies and colored eggs. Easter Day celebrates the Resurrection, that symbolic promise of our own everlasting life.

**S. O. WYLIE BELL FUNERAL DIRECTOR**

820 East Maple, Birmingham, Mich. PHONE 29

DOCTOR TELLS WHAT AND WHERE TO BUY WHEN SHOPPING ABROAD

By DR. HUGO ERICHSEN

Theoretically, being a physician, I am not expected to be interested in department stores. Practically, I always am and always will be. I never fail to marvel at the wonderful system under which so many shops are combined under one roof and have often found that the European department stores were an index to the nature of the towns visited. In many quarters of souvenirs I visited many of these establishments abroad, including Selfridge's at London, the “Renaissance” at Rome (said to be the only department store in Italy), the Bon's, Crowley & Miller's at Copenhagen. Of these Karstadt's impressed me most of all. But naturally speaking, they have nothing to do with the matter of travel and I am not here to tell you of our Detroit department stores. Hudson's, Kren's and we have every reason to feel proud of our Detroit department stores. Hudson's, Kren's and we have every reason to feel proud of our Detroit department stores.

In Paris I did my shopping at the Bon Marche and Magasin de Louvre. Neither, I believe, can hold a candle to the J. L. Hudson Company, both as regards the character of the goods, displayed and size of the respective establishments. Moreover, the Detroit concern does more business than any store in Europe.

**Old Methods Handicap**

The business methods of most of the stores I have mentioned are antiquated which is a serious handicap to their expansion. I bought a new shirt at the Parfumerie Bon Marche, for instance, and was astonished to find that they had only the old-fashioned kind, consisting of a single button, and no shirts being obtainable. To be given with, there was a consultation of the clerk as to what kind of a shirt it would be most advisable for me to buy. This settled and the purchase having been made, the clerk wrapped the article in paper and made a mark upon the parcel. Thereupon we both started for the cashier's desk, about a block away. That individual gravely entered all the details of the purchase with pen and ink in a large book and then issued a receipt, which concluded the transaction.

Another thing that militates against the entire business success of these emporiums is the long noon-hour, generally from 12 to 2, that is customary all over Europe. During this time the stores are closed “tighter than a drum.” In Italy shop-keepers, even go so far, in discouraging possible buyers, as to remove the doors during these hours.

It is customarily believed that good shoes are unobtainable in Europe. But every rule has its exception. At the Bon Marche in

FOUR ARE FINED AS DISORDERLY Edgewater Park To Open Saturday

Four persons were arrested in Bloomfield Hills last Thursday charged with reckless driving and disorderly conduct. Detained four hours in the Bloomfield Hills police station they were arraigned before Justice Floyd S. Buck and paid \$110 in fines. The driver, Collins P. Blair, 4422 Second boulevard, paid a fine of \$35 and Josephine Richardson, 663 Hancock avenue, Mary Stevenson, 4722 Second boulevard, and W. H. Blair, each paid \$25 fines.

St. James Choir To Sing Cantata

As has been the custom for several years past, the choir of St. James Episcopal Church will sing Stainer's cantata, “Crucifixion,” on Good Friday at 7:45 p. m. The choir will have the assistance of Dr. G. K. Hollender, soloist at the Jefferson Avenue Presbyterian Church, Detroit, and Mr. Charles Hutton, soloist at St. James Church, Birmingham, and the Metropolitan Church, Detroit.

The most important compositions of Sir John Stainer were for the Church; and of the three well known cantatas of his writing, the “Crucifixion” is undoubtedly the best known. It was written in 1887, being the last of three to be composed.

The public is cordially invited to this service.

Secretarial Training Bookkeeping-Accounting Shorthand-Typewriting Comptometer-Ediphone

and other commercial subjects are taught in both the Day and Evening classes which continue throughout the entire year.

The Institute Office Practice department is conducted for the benefit of both employer and pupil.

**The Business Institute**

Institute Building, 15 W. Lawrence St., Pontiac DETROIT - PONTIAC - SAGINAW

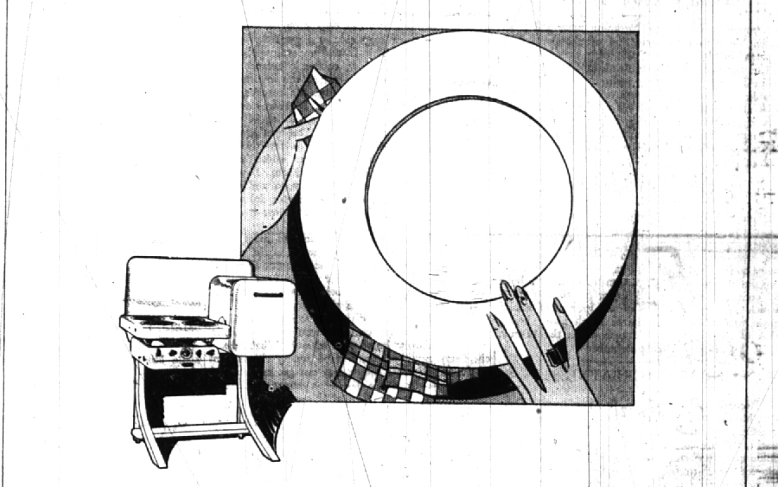
A phone call or a postal card will bring you information regarding courses, tuition rates, etc.

Phone Pontiac 2-3551 or Randolph 6534

VISITORS WELCOME

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

AS EASILY CLEANED AS A PIECE OF CHINA



HOW often have you dismantled your kitchen stove, soaked the parts in lye, cut away grease from burners, then applied a coat of lamp black to hide rust on bare metal parts?

ELECTROCHEF changes all this. It is as easily cleaned as a china dish. Finished in gleaming white porcelain enamel and mirror-like Chromeplate, it is instantly restored to its original spotlessness by wiping with a damp cloth. And electric heat, itself, is as clean as sunlight—all of the smoke and soot are removed in the power house instead of being permitted to deposit and accumulate on your kitchen walls and curtains. ELECTROCHEF'S immaculacy is a joy to hundreds of women.

Once you have enjoyed electric cooking with its sheer cleanliness and superior flavor you will never again agree to cook with fuels. ELECTROCHEF'S principle of radiant focused heat makes cooking speed a revelation and economy a cardinal feature. Electric cooking with ELECTROCHEF costs but little—about one dollar per month per person—often less, seldom more. With ordinary care in the control of heat you may greatly lower this cost. See this remarkable stove today.

**FIRST PAYMENT \$10** INSTALLED READY TO COOK. INCLUDES ALL NECESSARY WIRING.

BALANCE \$6 PER MONTH. SMALL CARRYING CHARGE. CASH PRICE \$105 INSTALLED. \$3 ALLOWANCE FOR YOUR OLD STOVE—ANY KIND OR MAKE.

**ELECTROCHEF**

The point where our audiences get out of their chairs



FOR SEVERAL WEEKS we have been demonstrating New Iso-Vis Motor Oil in our laboratory lecture room to groups of engineers and others. One of the experiments made is this:

A quart of “used” Iso-Vis oil that has gone hundreds of miles in the crankcase of a car—is strained through a special filter.

In goes the used oil, black with road dust and crankcase dirt.

And then one audience generally gets to its feet in astonishment. For each filter comes a quart of oil that is exactly the same as if it had come from the refinery. Not just the same clear amber color, but the same heavy body, the same oiliness, the same lubricating quality.

Before their eyes is the unmistakable, dramatic proof that New Iso-Vis Motor Oil does not “thin out” or break down. However, it must be changed at reasonable intervals to get rid of the dirt it accumulates in the crankcase.

Try New Iso-Vis today. You can get it at any Standard Oil dealer or service station.

SEE THE BALL AND BOTTLE TEST at any Standard Oil Service Station. The more “body” an oil has, the slower the little ball falls in the tube. Notice the difference between used Iso-Vis and any other oil drained from the crankcase. Iso-Vis does not thin out in your motor.

**New ISO-VIS Motor Oil** 30¢ per quart

STANDARD OIL COMPANY (Indiana)

**THE DETROIT EDISON CO.**

COOK WITH ELECTRIC HEAT—as Clean as Sunlight

**DUTTON The Dependable**

**BROKEN CAR WINDOWS—** denote carelessness, neglect or indifference. That's why particular car owners who no more tolerate cracked or broken auto glass than they would condone a torn suit of clothes. Since the damage must be fixed, why not drive in and have the work done here, where perfect satisfaction is assured?

**Dutton's Top & Glass Shop**  
159 Brownell St. Phone 264