

### REPORT INCREASE IN INVESTMENTS

Building And Loan League Also Announces Gains In Association Assets

The Oakland County Savings association not only passed the \$100,000 mark in assets, but made one of the largest gains proportionately of any association in the state during the quarter which closed Mar. 31, according to figures tabulated by the Michigan Building and Loan League. Its increase of \$10,348.73 represented 12 per cent of its total of Jan. 1, while the gain of associations in general was \$1,447, High Tension News.

We're Wondered Why

A young colored couple was sitting at the foot of the Statue of Liberty. Henry was holding Mandy's hand.

"Henry," said Mandy, "does you all know why dey has such small lights on the Statue of Liberty?"

"Ah dunno," replied the Ethiopian swain, "unless it's because de less light, de mo' liberty."

High Tension News.

FOR AS LITTLE AS \$439

you can drive a seasoned STUDEBAKER EIGHT

—costs less than 14 different sixes but will be worth more than a six when you trade it in!

STUDEBAKER, Builder of Champions, has built 100,000 Eights. These Eights hold among them the greatest world and international records, and more American stock car records than all other makes of cars combined. They are seasoned Eights—proved by time and travel.

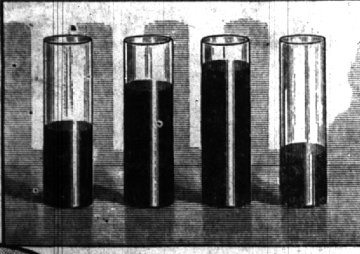
**Claude E. Mosher, Inc.**

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Tune in "Studebaker Champions" Sunday Evening 8:15 to 9:15 Central Standard Time, Station WWJ and NBC Network

## "LESS CARBON DEPOSIT"

...a common enough claim...now supported by real evidence



ACTUAL AMOUNTS of carbon deposited by 4 different oils in 50 hour tests in the same motor. Carbon from New Iso-Vis Motor Oil at extreme right.

NOTICE the comparison between the amount of carbon formed by three premium-priced motor oils and New Iso-Vis on the right.

In the high compression motor, this difference in carbon is particularly important. It not only means a difference in repair bills, but a noticeable difference in the way your car performs.

In addition, tests show this new oil resists dilution and will not thin out in the crankcase. Its "body" is as heavy the day you drain it off as the day you put it in. This means greater protection for your motor every mile you drive.

New Iso-Vis also has what engineers call a "wider viscosity range". It stands up under intense heat yet gives quick and effective lubrication at low temperatures.

You can get New Iso-Vis from any Standard Oil dealer or service station.

**New ISO-VIS** 30¢ a quart

**Motor Oil**

STANDARD OIL COMPANY (Indiana)

### Enamel 'Shot' on Car Spokes



Oakland has adapted its originally-pioneered Fisher-Oakland method of spraying Duco on car bodies to the enameling of automobile wheels. Above is shown one of eight wheel spray booths at the Oakland-Pontiac factory. The operator places the wheel on a ball-bearing spindle in the center of the dissection funnel, gives it a whirl and pulls the trigger of the spray gun at the wheel spins around. A similar 'shot' on the other side of the wheel and the job is done.

### Bo BROADWAY

By JOSEPH VAN RAALTE

New York, April 24.—The Great White Way Civic Association, "Incorporated," has plastered a huge sign across the facade of the Hotel Claridge. A big kep, is painted across the southwest corner, and beside it the legend: "This Key Means WHAT?"

Broadway regards it fish-eyed and shrugs. Some say it's the key to the Kolthstein murder mystery. Others think it may be the pass-key to the town's 25,000 Wassall Wigwags. And the 5,000 actors out of work, walking up and down Mazda Lane five abreast, don't even pause to conjecture.

Amenities on Avenue A:

"Half a salami sandwich, Mrs. Margolies."

"Already I've had one, Mrs. Yifniff."

"Fardon me, Mrs. Margolies, already you've had two; but don't all right, Half another!"

ONE'S ENOUGH

Somebody said one time that when a man tells you how much it hurts to have to borrow, you can bet all you own that it's going to tie him up in a bowknot of pain when it comes to paying it back.

Ben Bernie, Band Baron, encountered one of that tribe on Broadway recently. The lad was "into" Ben for fifty bucks and began a long, leaky yarn about the seventeen kinds of grief the debt was causing him.

"Aw, forget it," laughed Benjamin in his best John' Philip Sousa manner. "There is no use in both of us worrying about it!"

There comes a time in every woman's life when she finds herself in the basement of Woolworth's.

ART

The Pastor makes reverent obeisance this week to Irene Franklin's modiste for the pink-and-black frock at The Palace. Similarly he salutes Ben Bernie's tailor for the perfect back of that dinner jacket of his.

When a tailor can conceal the middle-age spread under a contour as graceful as that, it's listed in our little lexicon as ART.

The Rudy Vallee influence has seeped through to Thoid Avenue. Every tawdry little novelty shop dotting that great, human thoroughfare re-echoes to the sobbing croon of diminutive megaphones.

FRIENDLY FAT

Over on the Far East Side Sig. Klein and His Assistants operate Ye Old Reliable Establishment. The sign says they've been there since 1865 specializing in everything fat men wear. "From the skin out."

There's an air of cherubic geniality and broadshouldered bliss about Sig. his Assistants and the shop itself, entirely in keeping with their particular line of endeavor. Take one good look at the outfit, and you yearn to be round, just for the pleasure of stepping into the bazaar and annexing a pair of balloon drawers that in extreme necessity could be utilized as a circus tent.

ROMANCE PASSES

Old Father Time hasn't dealt so very gently with New York. There seems to be a perverse spirit

### COURTESY CARS GO MANY MILES

Approximately 3,500,000 miles of demonstration rides will have been given before the end of the national Pontiac Red Rocket Demonstration Campaign in which the Shaw Motor Sales Co., has been participating since April 17. The campaign will conclude next Thursday, April 24.

The total mileage in this unique application of modern production methods to the demonstration of motor cars, is computed at the following basis. There are more than 4,000 dealers in the Oakland-Pontiac sales organization. Some abroad in the town prompting all sorts of eager-eyed vandals to wipe out every last landmark around which cluster gentle memories.

It's nice to have a new Waldorf-Astoria Hotel further uptown. New theatres and new restaurants, bigger and better than the old ones, are all right, I suppose, but the passing of the favorites of his youth, somehow, makes a man feel more keenly that he too, is growing old. It may be just a stupid idea, but there it is.

I got thinking in that strain the other day when I passed Allaire's old place, round the corner from Granerary Park, where Jim Humecker and O. Henry used to dawdle over their seedles, far into the night discussing life and love not at all seriously, mind you, but in the jocular vein befitting "gentlemen, unafraid."

Allaire's place today is a salesroom for wash tubs!

UNIMPORTANT, BUT TRUE


Ed. Wynn's baptismal patronymic appellation is Izzy Leopold.

### S.O. WYLIE BELL FUNERAL DIRECTOR

For who wish the finest type of ambulance service, we provide a completely equipped ambulance.

This car is ready to respond instantly, any hour of the day or night. If the need for an ambulance should arise, make sure that the number called is ours: 29!

620 East Maple, Birmingham, Mich. PHONE 29



CHILD, FOUR, DIES

Funeral services were held yesterday afternoon for Millard Smith, Jr., four years old, who died at nine o'clock Easter morning. He was the son of Millard Smith and Marion Helen Smith, who had lived for three years in the village at 2731 Banlet avenue. A baby sister, Marilyn, survives him. The Rev. S. S. Marquis officiated, and burial was in Roseland Park cemetery.

More than 75 million salmon eggs were taken from the Columbia river for hatching purposes this year.

Crosley - Amrad or Fada Service PHONE 2383

## THE LAST WORD

# NEW Firestone Supreme Balloon

FOR you who demand the last word in tires—endurance far ahead of modern driving conditions—the Firestone Supreme was created. Here is the tire that is stronger, more durable and better looking than any tire ever made. It costs more and is worth more because it is more economical and gives you tire service above and beyond anything the motor world has ever known. It has everything and more than the famous Firestone Gum-Dipped Tires which already hold all records for speed, safety, economy and mileage. This means greater air volume—thicker tread—added number of plies of Gum-Dipped Cords—better non-skid protection for safety—improved riding qualities. Come and see it—you will want a full set on your car at once—a liberal allowance will be made for your old tires.

## F. E. STERNAL

Tire and Battery Sales and Service

South Woodward Avenue at Daines Street

Phone Birmingham 9 For Road Service

"Most Miles Per Dollar"

### For Mother on Her Day

Sunday May 11th



Chocolates for Mother's Day

Delicious chocolate covered dainties of the highest possible quality in this exquisitely decorated all silk box may be had in one, two and three-pound sizes. A gracious thought and a keepsake forever.

**SHAIN'S**

The Rosell's store

West Maple Avenue Birmingham, Mich.