

# AUTO DEATHS ON INCREASE

### 529 Die From Motor Accidents In First Five Months Of 1936

Deaths resulting from automobile accidents in Michigan during the first five months of this year numbered 529, according to a report of the safety and traffic division of the Detroit Automobile club. This data was supplied by reports from 23 cities and is an increase of 20.4 per cent over the 421 deaths from the same cause during the first five months of 1935. An increase of 10.4 per cent in registration brings the net

**WE HEARD IT SAID BY—**  
Lawrence W. Marindale, cashier of the Birmingham Savings Bank: "From preparations being made by local merchants, I believe there will be many real bargains for shoppers on Dollar Day."

death increase in the neighborhood of 10 per cent.

"I wonder if a new Operator's License Law and a commission to enforce it, like the one turned down by the State Legislature at their last meeting, would have helped reduce this figure," says H. O. Round, director of the division. "Carelessness is never recommended by mathematicians, but it is the surest way to add to troubles, subtract from earnings, multiply ills; divide attention; take interest from work and discount the chances for safety and success."

# In Summer Clothes — It's Cleanliness



**SUMMER**, with its white flannels, its light colored garments and dainty gowns, depends heavily upon the cleaner. And good craftsmanship in cleaning is most important of all to keep Summer clothes fresh and nice looking. Our long experience and expert methods qualify us to handle your most precious garments. Send them here—confident that we will return them as good looking as new.

Phone 2200  
**BECK**  
Cleaners & Dyers  
Next to Post Office

# A big, powerful STUDEBAKER

## 70 horsepower 114 inch wheelbase

**\$795**  
TO \$995 AT THE FACTORY

**A** big and beautiful car, of 114-inch wheelbase... a car built to Studebaker's 78-year-old standards of quality. Never has so powerful a car been sold for so low a price as this brilliant new Studebaker Six.

At any price below \$1000, there is no comparable car-per-dollar value. Check its quality evidence. Let your eyes and your judgment of performance, comfort, beauty, prove this statement to you.

See the car, drive it, verify its many fine-car features before you decide.

### CHECK THE QUALITY then Compare!

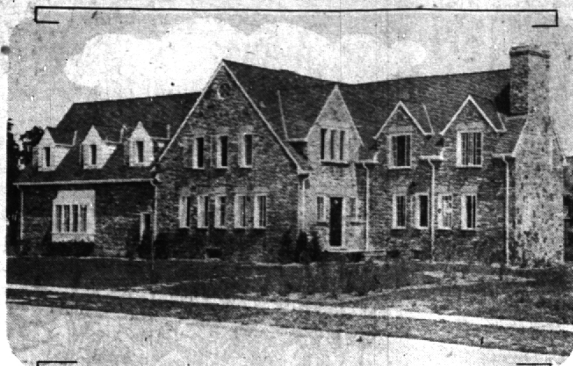
- 114-inch wheelbase
- 70-horsepower engine
- Thermostatic control of cooling
- Double-drop frame
- Self-adjusting spring shackles
- Full power muffler
- Engine-driven gasoline pump
- Lanchester vibration damper
- Starter button on dash
- Cam-and-lever steering
- Hand brake on four wheels
- Clutch torsional damper

### 4-DOOR THREE WINDOW SEDAN '36S

- Roadster for 4 . . . . . \$795
- Club Sedan . . . . . \$45
- Coupe for 2 . . . . . \$45
- Coupe for 4 . . . . . \$95
- Tourer . . . . . \$95
- Regal Sedan, 4-door (6 wire wheels) . . . . . \$95
- Landau Sedan, 4-door (6 wire wheels) . . . . . \$95
- Regal Tourer (6 wire wheels) . . . . . \$95

All prices at the factory

## Banker's New Residence



Mr. and Mrs. E. Price Kimbrough of Rivard boulevard, Grrosse Pointe, are moving to their new home on Bryn Mawr Road in Birmingham Highlands about Sept. 1. Mr. Kimbrough is a vice president of the Guardian Detroit group. His new home is one of several built by Jack E. Burris and is an English type brick house on a 100 foot lot, with six bedrooms, living room, dining room, library and games room.

## AMERICAN LIBRARY ASSOCIATION AIDS REDUCTION OF ILLITERACY

Recently the American Library Association has joined with the other important, organized groups in the fight to reduce illiteracy in the United States. Reports which are coming to Washington indicate that the fight against illiteracy is making great progress, some states reporting many thousands of illiterates taught to read and write within the past few months.

The American Library Association is the latest organized group to join in the movement. In view of the fact that it reaches practically every community having a public library, it is expected that it will render material service in lifting the standards of illiteracy of the United States.

While the Baldwin public library is not faced with the problem of fighting illiteracy, according to Mrs. Nancy Thomas, librarian, it has on its shelves many books and pamphlets that would aid persons studying for their naturalization papers. Among the books are "English for New Americans" by W. Stanwood Field and Mary Coveney, "Americanization Questionnaire" by Catherine Bradshaw, and "Forty Steps in English and Citizenship" by John Moffatt.

## FROM TEE TO GREEN

By ROY GROVE  
Central Press Golf Writer

IF YOU LOOK like a golfer there is no reason why you should not be a good golfer.

You can stand on the first tee and watch a golfing swing, or no-



take the grip on the club, and tell in a flash whether that player is scoring low or running into the hundreds.

In other words, if you see a good swing and finish you will always expect that player to score.

If that theory is true, then why is it not possible for you to practice that swing and then start hitting?

It is not only possible, but probable!

Jones, for instance, starts his swing back and starts it down in the same manner. He puts no pressure in the stroke that would throw him off balance.

That is also true in finishing. Jones, under no circumstance, would finish off balance. His feet never leave the spot where he was standing when he took his stance. Thus the weight goes to the left leg and on up into the sky with his hands and arms.

On your backswing get your back around to the hole and when finishing see that your body is facing the hole. The hitting is all done between these two motions and the club is supposed to do that hitting.

When Jones hits he sweeps, and the wrists and forearms do the hitting. Not the shoulders or the hips. Concentrate on the wrist action and let the body follow the shot.

Avoid letting the wrists break until you are half way down to the ball, then throw your right hand at the hole.



A mix of very few words is generally nice.

## OAKLAND BECOMES LOWEST PRICED 8

Cuts On All Models Announced By Perry A. Shaw, Local Dealer

Oakland becomes America's lowest-priced eight and the Pontiac Rig Six invades the small car price field as a result of a sharply reduced schedule of Oakland-Pontiac prices which are announced today on authorization from the Oakland Motor Car Company. "Oakland price cuts range as high as \$170 on some models," said Perry A. Shaw, "while the base price on the lowest priced closed model has been reduced \$150, the new base price being \$895 against the former minimum of \$1045 on closed models. "Similarly the former Pontiac base price of \$745 has been cut to \$665, a drop of \$80, with even larger reductions up to \$110 on some body types."

"These reductions are made," said Mr. Shaw, "because in the winter the factory will present two new cars which, while changed enough to classify as new models, will remain practically unchanged in appearance, size and design. The two new cars will have the same type engines used in the cars now offered."

## Local Legion Post Names Delegates

Reading of the annual reports and the naming of the nominating committee for the annual meeting of the Charles Edwards Post No. 14, of the Birmingham American Legion, occupied the session of

the organization, at its regular meeting in the Community House last night. The annual meeting of the local post will be held at the Campus City House, Sept. 10, when the election of officers will take place. On Sept. 3, the meeting of the Oakland County Council of the American Legion will be held at the Rochester Legion Home, in Rochester.

## Lighting Fixtures


We carry the largest stock of Lighting Fixtures in Oakland County. Special attention given to Period designs. Full line of hand wrought fixtures. Electric appliances for the home. Radios.

## Leonard Electrical Co.

The Oldest Electrical House in Oakland County  
62 W. Maple Ave. Phone 223-875

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

VOTE FOR  
**A. C. ADAMS**  
for  
**CORONER**  
Republican Primaries—  
Oakland County  
YOUR VOTE WILL BE APPRECIATED



# 8 plies under the Tread

## Here is EXTRA SAFETY!



**F**OR the high powered, high speed cars of today, with needed quick starts and stops, you should have this extra protection. Just look at the inside of this Firestone Anchor Super Heavy Duty Tire. There are eight plies of cords under the all Non-Skid, Center Traction Tread. It is a big—tough—strong tire—a construction that insures against punctures and blow-outs.

### Come In and See for Yourself!

We have cut up various brands of tires, so that you can see the inside construction. Come in and make these comparisons, section for section, and you will readily see the superiority of Firestone.

We sell and service the complete line of Firestone Tires, Tubes, Batteries, Rims, Brake Lining and Accessories, and actually give you greater values.

### DOUBLE GUARANTEE

Every Firestone makes bears the name "FIRESTONE", and every tire we sell carries the Firestone Unlimited Guarantee and ours. You are doubly protected—absolutely assured every dollar you spend buys real quality and satisfaction. We guarantee that you will get all the miles out of your tires that have been built in by Firestone.



The Firestone Anchor Super Heavy Duty Balloon has a double cord breaker—8 plies under the tread. Some other makes have as few as all and some a single breaker made with old-fashioned, square woven fabric that Firestone discarded when they developed the balloon tire.

## SAFETY . . . Everyone Should Have PRICES . . .

Everyone Can Afford to Pay

WE HAVE JOINED with Firestone's Cooperative Plan to give you lower prices and plus values by reducing operating costs, and with volume business on a small margin of profit we are able to make you these substantial savings.

Firestone	Anchor	Super Heavy Duty
4.40-21 \$5.55	\$5.35	4.50-21 \$9.20
4.50-21 6.35	6.35	4.75-19 10.20
4.75-19 7.55	7.55	5.00-20 11.35
5.00-19 7.98	7.98	5.25-20 12.35
5.00-20 8.15	8.15	6.00-19 14.45
5.25-18 8.98	8.98	6.50-19 17.40
5.25-21 9.75	9.75	7.00-20 19.05
6.00-20 12.55	12.90	

Other Size Proportionately Low  
H. B. TRUCK TIRES  
30x5 19.45 19.45  
32x6 34.10 34.10

COMPARE CONSTRUCTION AND VALUES

Firestone	Anchor	Super Heavy Duty
30x3 1/2 \$4.20	\$4.20	30x3 1/2 \$9.75
4.40-21 4.79	4.79	4.50-21 5.35

Firestone BATTERIES  
13 Plate Sentinel \$7.95

\*A "Mail Order" or "Special Brand" tire is made by some unknown manufacturer and sold under a name that does not identify him to the public, usually because he builds his "first grade" tires under his own name.

We Mount Your Tires FREE — Drive in Today!

# F. E. STERNAL

## Tire and Battery Sales and Service

TEMPORARY LOCATION  
151 South Woodward Avenue  
(formerly Thornton's Garage)

# 'Phone 9 For Road Service

**Welliver & Farrand Motor Sales**  
450 S. Woodward Telephone 6  
Birmingham, Mich.