

FALLS ASLEEP WHILE DRIVING; PAYS COSTS

Paul Whitmer, 23, of 3114 Phillips, Berkeley, was arrested by Sgt. Green of the Birmingham Police department Saturday evening for reckless driving, and Monday received a sentence of 90 days probation and \$10.00 costs by Justice Forbes. E. Haasell, Whitmer, going east on Merrill, ran into a car parked at the curb. He told Sgt. Green he fell asleep while driving.

BUMPED WHEN AUTO STALLS SUNDAY NIGHT

William Gebb, 32, of 11424 E. Warren, Detroit, was treated for head and leg lacerations at St. Joseph hospital Sunday night after his car, parked in the second lane of traffic on Woodward near Charing Cross Road, Bloomfield Hills, was struck by a car driven by Arthur Otis, 25, of Wimbledon Road. Gebb was trying to get his car started after it stalled. Mrs. Gebb suffered bruises.

TROY TOWNSHIP REGISTRATION NOTICE

Notice of Special County Election  
A special election for the purpose of voting on the question of approval of the Resolution of the Board of Supervisors for the County of Oakland, adopted October 22nd, 1935, to borrow the sum of \$125,000 and issue the bonds of the County therefor for the purpose of making a part of the cost of constructing a County office building, having been called by the Board of Supervisors of said County for the 25th day of November, A. D. 1935.  
Therefore, notice is hereby given, that I will be in my office at the Township Office in said County on the 8th day of November, A. D. 1935, from 9:00 o'clock A. M. to 5:00 P. M., of said day for the purpose of registering the qualified electors of said County at said election, and all other days from 9:00 o'clock A. M. to 5:00 o'clock P. M., up to and including Saturday, Nov. 16, 1935, at 5:00 o'clock P. M.  
Polls will be open from 9 A. M. until 5 P. M.  
Detroit, Oct. 31, 1935.  
Township of Troy, Oakland County, Michigan.  
By: GLENN W. LADD, Troy Township Clerk.

BILL OLDERSHAW SAYS:

There is only one way to find out the secret of 1935 Dodge and Plymouth leadership.  
Only by getting behind the wheel can you experience the buoyant steadiness of these remarkable motor cars... so instantly responsive to hand and throttle that you instinctively know they are the embodiment of enduring safety, sturdiness and power.

Oldershaw Motor Sales  
Exclusively Dodge and Plymouth  
479 SO. WOODWARD

MOVED to give you Better Service NOW AT So. Woodward Ave.

After completely remodeling the building, we have moved our office, salesroom and warehouse in this new and convenient location. We will continue to carry a complete stock of feeds and salt and will add allied lines from time to time.

Drive Your Car Right in...  
We have installed a front and rear entrance and exit which enables our patrons to drive right in—and out—without the inconvenience of parking.  
**McClellan FEED AND SALT CO.**  
Phone 314

Other shortening and cooking fat prices have gone up and up, but...  
**CRISCO**  
prices haven't gone up that way... Ask Your Dealer

3 lb. can 59¢ 1 lb. can 19¢  
Birmingham Fruit Co. Ward and Pierce Grocery  
Erwin and Smith Sfire Bros.  
Brown St. Grocery Virginia Meat Market  
Tuttles Grocery Ward's Grocery and Meats  
Kroger Co. A & P Tea Co.  
C. F. Smith

SAYS SAEETY COMES FIRST

Barney Oldfield, Famous Thrill Maker, Inspects Safety Features

DETROIT—(Special)—Barney Oldfield, whose name has been a by-word for reckless speed for more than a quarter-century, says that the motoring public will make safety its No. 1 requirement in considering the merits of the new 1936 motor cars.  
Oldfield came here to visit the major automobile factories and get first-hand information on new safety features of the 1936 cars as they are built into the new models. The famous race driver, thrill-maker, and daredevil of former years has been touring the country in the interests of highway safety education for several months.

"The millions of people who drive automobiles every day are becoming more and more conscious of the importance of safety, both in their own cars and in the construction of their automobiles," Oldfield said. "Any man who will think twice about the safety of himself and his family will insist on the best brakes that money can buy, and on a car constructed to protect him from injury in case of emergency."

"You don't have to be a wizard at arithmetic to figure the importance of brakes at highway speeds. At 50 miles an hour, your car is traveling 74 feet a second. The average driver requires three-quarters of a second to react in an emergency, and in that time you have traveled 55 feet. The best equalizing hydraulic action for both brake shoes of each wheel, require 10 feet to stop a car traveling at 50 miles an hour. So it takes 155 feet to stop a car perfectly safe. Figure it out yourself, and then decide whether you will take chances on anything but the peak of engineering perfection in brakes, steel bodies, headlights and other features which contribute to safety."

With his usual big, black cigar stuck in the corner of his mouth (unlighted because factory regulations prohibited), Oldfield strolled along the assembly line at the Plymouth plant here, watching workmen build new safety features into the 1936 models. He showed particular interest in the new double-strength frame, safety-steel body, self-equalizing hydraulic brakes, and a new system of headlighting which takes the glare out of night driving.

He stopped to chat with workmen, most of whom quickly recognized the veteran sage of the highways and race tracks. He asked scores of questions about the new models as N. F. Hadley, Plymouth's chief engineer, and A. H. Patterson, plant manager, escorted him through the half-mile long assembly plant.

SUMMARIZATION OF CITY COMMISSION PROCEEDINGS (Minutes in detail are available at the city clerk's office.)  
NOVEMBER 4, 1935, 8 p. m. Commissioner Board absent.  
A letter to Mayor C. C. Parrott was approved—\$145.67.  
A resolution was adopted evidencing the Mayor's appreciation of the Hallows celebration of October 31, 1935.  
A communication was received from Phoenix David C. Penn, commending the local Police Department.  
Adjourned at 12:15.  
BERNIE E. HANLEY, City Clerk.

KEEP POSTED  
On Birmingham and Bloomfield Hills News and Activities...  
Read THE ECCENTRIC  
(Your Home Newspaper)

"Driver Must Be Made Safe To Handle Autos"

Henry T. Ewald, Publicity Director of State Safety Campaign, Urges

Henry T. Ewald, president of the Campbell-Ewald Company, Detroit, appointed by Gov. Frank D. Fitzgerald as publicity director of the State of Michigan Safety Campaign, today issued the following statement:

Millions have been spent to make safe and light Michigan roads to make them safe. Millions have been spent on traffic devices, men to man them, and on traffic enforcement. The automobile industry has given its best brains to the job of making the motor car itself safe and has added annually to its product new and numerous features which have reduced the mechanical hazard near to zero.

The industry can make the car—but it cannot manufacture the man who goes behind the wheel. To those who are stunned by rising traffic deaths, it may seem a pity that drivers cannot be run on a conveyor line as cars are, and like cars, give the same uniform performance. But they don't.

Car and highway have been made safe to nearly the maximum of current human intelligence. DRIVER must now be made safe to use those facilities.

The rise of automobile accidents has been appalling and Michigan, acting through its State Government, has now set itself to the task of educating the irresponsible minority against whom the increasing death toll may be charged.

Governor Frank D. Fitzgerald has asked me to serve as publicity director of the State of Michigan Safety Campaign and I have accepted the appointment because I recognize the emergency call for thoughtful, instant and vigorous action.

"Education Will Help" I believe education will help the situation. Ninety per cent of accidents in the United States are caused by 10 per cent of the drivers and I believe an honest appeal to them can prevent continuance of the damage they already have done.

I do not mean sporadic emotional appeals—slogans that come and go with the weeks, and large headlines which diminish in size as the days wear on and finally disappear entirely. I mean a constant flow of printed warnings, a year-round school to drop steady reminders of the dangers of recklessness in the ears of the heedless, continued analysis of where risks lie, the adoption for our own use of preventive measures which have proved successful elsewhere in the country—in other words, a steady program of education which will allow no driver to forget that the casualty list is entirely of his making and in his hands.

There is no cure-all and no universal panacea. Solution would be easy if there was. Each community has its own peculiar problems, and each knows its own problem best. A campaign which would work in one locality might not work in another. Therefore, we will attempt no uniform plan.

It is our hope to interest newspapers in every locality to assume leadership in this safety drive. They will form the backbone of the campaign. The State of Michigan Safety Campaign Committee will co-operate to its utmost with each.

A study is being made of effective safety methods tried in localities outside the state. Insurance company and police statistics on traffic accidents are being assembled. Views of safety authorities, skilled in various phases of the problem, are being collected. This material will be made available to every newspaper in the state in the hope that some of it may bear on some peculiar section problem.

"Stop Carelessness" We can safely assume that no driver wants to maim or kill some other driver or pedestrian. His purpose must be to fasten his mind intelligently on his driving so that he will not maim or kill. We are convinced that carelessness.

Because of the ban on auto horns at night in London a taxi driver carries a cuckoo clock and has it "strike" during a fog.

A leading Montreal casket dealer reveals that more men are buying caskets now than before the depression, striving for slender figures.

While sorting hair recently, Shozo Mikura, a wig dealer, of Kobe, Japan, found a diamond and platinum ring worth nearly \$425 in an old toupee.

New Auto Has Engine in Rear

The Detroit builders of this radical rear-drive motor car, the "Scarb," predict that within five years the design will be adopted widely by the automotive industry. No door handles or running boards break the smoothness of the exterior, the door being opened by a key-controlled electric switch. The engine in the rear is separated from the body by a heavy soundproof partition. The seats may be moved about and a table put in the back. The above picture shows the rear of the car.

WE HEARD IT SAID BY—Charles E. Beck, of Snyder, Bick & Bennett, local real estate men, say that a good year for our firm. Among the things responsible for our success has been the fact that, since our firm has been in business here, we have never allowed an issue of The Eccentric to come out without our advertisement in it. Through the early days of the depression we kept advertising, even when we knew the return necessarily would be limited. Our faith in advertising has been well rewarded to date.

ness can be overcome in many cases by a wider knowledge of what carelessness consists of. Few persons know that it is not entirely safe to swing in front of another car until you can see the headlights of the car behind in your rearview mirror. Few persons know that the night's moisture on the bottom of a pile of leaves may produce morning's surface as treacherous as smooth ice. Few know that 65 miles an hour means 100 feet a second, a speed which puts a viciously unjust responsibility on brakes and human reflexes.

These are but small facts in the voluminous book of traffic information but wider knowledge of them and related facts will go a long way to lessen the perils to driver and pedestrian. It is our plan to make them more widely known.

The State of Michigan Safety Committee will be a clearing house for ideas. It is neither a law-making nor a law-enforcing body. It cannot and will not use compulsion. But where it receives complaints, for instance, of ill-arranged signs on a highway, of lights that confuse the vision of the motorist, of some road that presents unmarked perils or other handicaps to safe driving, it will see to it that such complaints are filed with the State Highway Department, which has edged its full cooperation, or with the proper authorities in the locality where the complained of condition exists.

This campaign is one of all the state to preserve human life without the loss of one human life. It can refuse to help in that preservation.

PASTEURIZED GRADE "A" MILK and CREAM

You are cordially invited to inspect our new modern dairy and splendid herd of tubercular tested cows—our fresh eggs—butter and other dairy products. Drive east on Long Lake Road to Moplar Road. Look for this sign.

Hilly Acres DAIRY  
BLOOMFIELD HILLS PHONE-B'HAM 1923



IS WEARING OUT YOUR CLOTHES! Hard-water washing is certainly ruinous to your clothes. It leaves linens harsh and grey. And think what it does to delicate underthings and stockings! Play safe. Invest in soft water. The cost of Permutit Water Softening Equipment is so low that it pays many times over, for itself in household savings. Ask us to lend you a portable model for two days. Use it in laundering, dishwashing, shampooing, bathing. No cost or obligation... call our office today for this service.

Permutit WATER SOFTENING EQUIPMENT  
Soft water from every faucet  
AIR CONDITIONING CORP.  
MADISON 1450 6150 SECOND BLVD., DETROIT  
Water Conditioning Division

DO YOU KNOW..



THAT YOU CAN COOK A COMPLETE DINNER FOR YOUR FAMILY... MEAT, POTATOES, VEGETABLES, PUDDING—ALL AT ONE TIME, IN THE OVEN OF YOUR ELECTRIC RANGE?

THAT OUT OF EVERY THREE WOMEN QUESTIONED ABOUT THE RANGE, ONE SAID SHE LIKED THE ELECTRIC OVEN BEST OF ALL ITS FEATURES?

THAT YOU CAN HAVE A MODERN ELECTRIC RANGE IN YOUR KITCHEN ON TRIAL... WITHOUT OBLIGATION, INSTALLED AT OUR EXPENSE? ... STOP IN AT THE DETROIT EDISON OFFICE.