

State Girls' Tennis Tournaments Coming To Kingswood

Kingswood School Cranbrook is sponsoring the ninth Open Tennis Championship of Michigan for Junior Girls to be held on its courts May 17 and 18 and the week-end of May 24 to 26. This tournament is for girls 15 to 18 years of age inclusive.

Kingswood School Cranbrook is also sponsoring the third Open Tennis Championship of Michigan for Girls on May 24, 25 and 26. This tournament is for girls under 15 years of age.

Asks for Sidwalk Near His Home

A letter was received Monday by the City Commission from W. R. Bartlett, who lives in an apartment building at Chestnut and Elm streets, asking if something could be done to build a sidewalk near his home. No action was taken.

His Own Boss

Arthur—So your new job makes you independent?
Albert—Absolutely. I get here anytime I want before eight and no P.M. Matrix Table Thursday leave just when I please after five.

With the Collegians

Co-Leader of Wrestling
Coach Robert L. Tipton of the Peddie School wrestling team has announced that OTTO EDWARD KERN, Jr., son of Mr. and Mrs. Otto Kern of "Westview," East Long Lake Road, Bloomfield Hills, Mich., has been elected co-captain of the squad for next year. Kern, who entered Peddie last September, received his athletic letter award in wrestling for the past season and also an intra-mural wrestling award.

At Military Academy
NELSON B. ELDERD III, 216 Hawthorne road, Birmingham, recently received one of the highest honors to be attained by a new cadet in the infantry battalion at Culver Military Academy when he won the Culver Rifles (C.R.) award. The award is granted on the basis of written and oral tests for special excellency in various lines of accomplishment.

Miss Allen Honored
PATRICIA ALLEN, daughter of Mr. and Mrs. Everett W. Allen, 2911 Edgewood, Birmingham, was one of the DePaul University coeds chosen to attend The Sign of the Matrix Table Thursday, April 18. Eighty-one outstanding

women were invited to the annual banquet given by the Birmingham Journalistic Honor Society, presenting as speaker Mrs. Winifred Van Pelt, author of the 1936 best-seller, "I Am the Fox."

HEADS FRATERNITY
RICHARD C. ALLMAN, son of Mr. and Mrs. Leslie C. Allman, 615 Hupp Cross road, Birmingham, has been elected president of the Hamilton College chapter of Theta Delta Chi Fraternity for the year 1940-41. Allman, a junior at Hamilton College, is a candidate for first base on the Hamilton baseball team.

WILL BE INITIATED
CATHERINE OSBORNE, 685 Pierce, Birmingham, is one of seven Albin College women who will be formally initiated Monday evening into full membership in the local active chapter of the Kappa Delta sorority.

Over the Bounding Main
Several Sea Scouts spent last weekend fixing their log your pardon, Mate Eric Pettipiece's yawl, while it is still in drydock at the Bayview Yacht Club. They were agreeably surprised to find that the craft, although only 30 feet long, was possessed of a comfortable beam, an auxiliary engine, and sleeping accommodations enough to take care of most of the ship. It was, however, somewhat less pleasant to find that there were acres and acres of mahogany to scrape and polish, and literally miles of bottom, topsides, and deck to scrub. The name of the craft is at present the *Mavourneer*, but Eric intends to rename it the *Hobo IV*, after his various former boats.

Inter-Den Baseball
In a thrilling game held last Monday at the Whitlock Field located on the corner of Waddington and Raynolds, Den One dominated Den Two of Pack B-5, in a locally, particularly in view of the independent wheel action in independent front wheel coil springing, could be properly regarded as a definite contribution to car control.

"The quest for such a device began with us some years ago and culminated with the adoption, in 1928, of an invention embodying a mechanical principle never before utilized in the industry." This invention, which was named Auto-Poise Front Wheel Control, was incorporated into the design of independent front wheel coil springing, introduced in the 1940 Hudson cars, resulting in marked improvement in the principle of independent suspension, itself, in the matter of helping to hold front wheels on their course automatically.

"Minister—Do you promise to love, honor and cherish this woman?"
"Politician—Yes. Whatever the platform says, I subscribe to it."



Will Roosevelt run for a 9th term? Will the Allies never beat the Axis? Will troop B-5 win its 33rd consecutive Indoor Rally? All these things are of interest to the citizens of Birmingham in the year 1940.

It may sound fantastic to you, but it surely looks as though the last event mentioned in the imaginary paragraph above will come true.

Have You Met?
Mr. and Mrs. C. S. Bereny, of 378 Wellesley drive? They have only recently moved to Birmingham from—Bellevue, N. Y. or not—Johannsburg, South Africa. Mr. Bereny is a salesperson for the Harrougous Adding Machine company and was sent to Johannsburg 10 years ago to organize a branch there. Mrs. Bereny originally came from Cleveland and so our citizens were nothing new to her. The weather in South Africa, she said, is comparable to Birmingham, and during the 10 years she was in Johannsburg, it snowed but twice.

STATE OF MICHIGAN—The Probate Court for the County of Oakland.
At a session of said Court held at the Probate Office in the City of Pontiac, in said County, on the 15th day of April, A. D. 1940.

Present: Hon. Arthur E. Moore, Judge of Probate.
In the Matter of the Estate of George L. H. Johnson, deceased.
Beau A. Johnson, Executor of said estate, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said estate, and before said court.

It is Ordered: That two months from this date be allowed for creditors to present claims against said estate.
It is Further Ordered, that the 31st day of July, 1940, at one o'clock in the forenoon, at said probate office, be and it is hereby so ordered, a time and place for the adjustment of all claims against said estate.
ARTHUR E. MOORE, Judge of Probate.

STATE OF MICHIGAN—The Probate Court for the County of Oakland.
At a session of said Court held at the Probate Office in the City of Pontiac, in said County, on the 23rd day of April, A. D. 1940.

Present: Hon. Arthur E. Moore, Judge of Probate.
In the Matter of the Estate of Anna B. Oliver H. Kirk, Administrator with will annexed, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said estate, and before said court.

It is Ordered: That two months from this date be allowed for creditors to present claims against said estate.
It is Further Ordered, that the 31st day of June, 1940, at one o'clock in the forenoon, at said probate office, be and it is hereby so ordered, a time and place for the adjustment of all claims against said estate.
ARTHUR E. MOORE, Judge of Probate.

STATE OF MICHIGAN—The Probate Court for the County of Oakland.
At a session of said Court held at the Probate Office in the City of Pontiac, in said County, on the 15th day of April, A. D. 1940.

Present: Hon. Arthur E. Moore, Judge of Probate.
In the Matter of the Estate of Alice V. G. Howard.
Janette Gagli, sister of said decedent, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said estate, and before said court.

It is Ordered: That the 31st day of May, 1940, at one o'clock in the forenoon, at said probate office, be and it is hereby so ordered, a time and place for the adjustment of all claims against said estate.
It is Further Ordered, that public notice thereof be given by publication of a copy hereof, for three successive weeks, previous to said day of hearing, in the Birmingham Eccentric, a newspaper printed and circulated in said County, and that printed copies of this notice be served personally or by registered mail, return receipt demanded, to each of the known heirs at law, legatees and devisees at their last known place of address at least ten days prior to said date of hearing.
ARTHUR E. MOORE, Judge of Probate.

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At a session of said Court held at the Probate Office in the City of Pontiac, in said County, on the 15th day of April, A. D. 1940.

Present: Hon. Arthur E. Moore, Judge of Probate.
In the Matter of the Estate of Stanley P. Hensley, deceased.
Lillian M. Hensley, Administratrix of said estate, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said estate, and before said court.

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smashing victory, 13-8, to open the inter-den competition. A second challenge to the team was made. One is being made today by Den Five.

Horror!
While watching the last-tying events at the rally last Friday evening, Scouting boys in your community were horrified to note that certain enlightenment young fellows who called themselves "Scout Scouts" were trying "howl-ines" using both ends of the rope!

Have You Met?
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In the Matter of the Estate of Frank C. Johnson, deceased.
A petition having been filed in said court by the said Frank C. Johnson, Administrator with will annexed, praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said estate, and before said court.

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EWES HAS SEXTUPLETS
HASTINGS (MPA)—A six-year-old ewe, who herself was a triplet, recently gave birth to six triplet lambs on a Barry county farm. Two were born dead, a third died shortly after birth, and the other three are healthy. Always in April, the mother has given birth to twin lambs.

FOR APRIL BRIDES
May the gods grant them happiness, and may the little fairy elves of spring-time bring All the dear loveliness that comes with spring. To all the brides who set a wedding in April. May the valley lilies sweet.

The violet and other early flowers Add their sweet fragrance to the bridal hours. And spread a flower carpet for their feet. And may brides hold forever in their hearts All the dear wonder that the spring imparts. BEATRICE McDONALD.

CHANGE OVER TODAY TO SPRING AND SUMMER LUBRICANTS

HAVE YOUR CAR SERVICED THE FIRESTONE WAY

SPECIAL No. 1
1. Reoil crankcase with correct grade of fresh, clean Motor Oil — up to 5 quarts your choice.
2. Reoil transmission and differential with correct grade of gear lubricants — up to 10 lbs.
3. Complete Firestone 23 points Lubrication.
4. Clean air filter.
5. Clean and reset spark plugs.
6. Drain and flush radiator.

SPECIAL No. 2
Includes all services listed under No. 1 — Plus:
1. Car Wash.
2. Chromo Road film with cleaner.
3. Remove road film with cleaner. Polish and preserve finish with Simcox or Firestone Wax.

SPECIAL No. 3
Includes all services listed under No. 1 and 2 — Plus:
1. Scientific Brake Adjustment.
2. Bleed hydraulic system and reoil with fresh, clean fluid.
3. Recharge battery and 2 days renewal.

\$3.95

*Extra charge for additional amount.

A FREE CUSHION with each Set of OCEAN BREEZE SEAT COVERS

Enjoy clean, cool, comfortable riding all year round with sets of Ocean Breeze seat covers. They protect your upholstery and clothing. Add a cushion and you have a new cushion for \$2.98 each.

BATTERIES
Avoid trouble — fix battery your winter-wear battery for a new Firestone battery. Power-sealed more separators give more power for quicker starts.

FIRESTONE HAS A BATTERY FOR AS LOW AS \$4.45

THE NEW 1940 AUTO RADIO BUY OF THE YEAR

The new 1940 Firestone Deluxe auto radio has Automatic Tuning, Tone Control and Loudspeaker. 10 Tube Monitors. Deluxe 100 coil coil booster antenna.

Deluxe as shown \$37.95
Model No. 66 \$27.95
As shown

DRIVING LIGHTS
Get better vision and greater safety for night driving. Throw a blanket of light where you need it. Pierce's fog and mist.

3 TONES HIGH-LOW-BOTH FINGER TIP CONTROL \$6.95

RADIATOR SEAL

Powder form. Very effective. Easy to use. Will not clog cooling system.

15¢

RADIATOR FLUSH

An outstanding powder cleaner. Cleans cooling system quickly.

15¢

25% DISCOUNT FROM LIST PRICE

ON FAMOUS ***

Firestone STANDARD TIRES

Get new tire safety for spring and summer driving. Save money by equipping your car now with Firestone Standard Tires and save 25%.

AS LOW AS \$5.78 AND YOUR OLD TIRE

Starnall's AUTO SUPPLY

Firestone Service

408 South Woodward Phone 9

RIDE THE GREEN BUSES Why Drive?

Low fares and frequent service make it unnecessary for you to drive your own car. Take a green bus. Warm, comfortable coaches and careful drivers make it a pleasure to ride the green buses.

391 S. Woodward Phone 348

EASTERN MICHIGAN MOTORBUSES

"Economic Laws—Not Advertising—Determine Prices..."

"I am amazed that so many people who are able and learned should fall into fallacies of reasoning so frequently. Many economists have said that advertising has resulted in greater distribution of products, has helped to increase the quality of goods, and has lowered costs to consumers. Some who have admitted this have also said, or intimated, that advertising performs no justifiable economic function, and that it actually increases the cost of goods... Now those two statements are logically contradictory. The truth of one excludes the other. Both of them cannot be true. What is the truth about this matter? ... In our system of business any product will inevitably gravitate to approximately its natural selling price—to what people are willing to pay for it. If the quality is not satisfactory, people will not buy at the price. If the price is too high, people will not buy either. The cost of advertising, therefore, cannot have any profound or lasting effect on selling prices to consumers. Competition, Supply and Demand, and Mrs. John Public's judgment and pocketbook determine finally the selling prices of goods. The cost of advertising, therefore, cannot increase prices; it is only permitted—by the Laws of Economics—to lower prices."

"THERE ARE MANY FALLACIES ABOUT ADVERTISING"

Says Publisher's President*

*FLOYD J. MILLER, President MICHIGAN PRESS ASSOCIATION