# The Eccentric's Popular Market Place

## WANT ADS

PHONE 11

UNDER THIS HEADING—"For Sale," "For Rent," etc., the minimum charge is 45c with a 10c deduction for each, for 17 words, over that, 2½c per word; for each consecutive insertion, 1½c per word. All copy must be in by Wednesday, 4:00 p. m., of each week, to be inserted.

REPLIES ADDRESSED TO FOLLOWING BOX NOS. ARE NOW ON FILE IN THE ECCENTRIC OFFICE—144, 148, 185, 197, 201, 202, 211, 218, 221, 227, 231.

### ANNOUNCEMENTS

RUMMAGE sale at St. James Church parlors, Thursday and Friday, 9-1, Saturday, 9-12.

RUMMAGE sale, Christ Church Cranbrook, Thursday, October 30, 9 a. m. to 6 p. m. 30

### HELP WANTED—FEMALE

EXPERIENCED girl, general housework, help with baby; city. References. Phone 3401-WL. 30

YOUNG girl for general housework. Stay nights. Phone 531. 30

MOTHER'S helper for weekends, Friday afternoon to Sunday morning. One child, 2½ years. Mi.-Phone 1289-W. 30

WANTED—Girl for housework. Stay nights. No laundry, no cooking. $8.00 a week. Call 1459. 30*

EXPERIENCED maid for housework, to stay on place. 1 child. Good wages. Phone B'ham 3092. 30

EXPERIENCED white maid, good cook, small house, two in family, good wages to right person. References. Maple Lane Pine Rd. B'ham 783. 30

HOUSEKEEPER for modern country home. General housework, cooking, mending. Employed couple, 2 children in high school. References. Write Eccentric, Box 230. 30

WOMAN to keep house for several weeks, while parents are away. No small children. No laundry. Must be available Oct. 25th. References. Call 2948. 30*

WHITE girl for general housework. Must be thoroughly experienced. References. Good wages. Near bus line. Phone B'ham 1701. 30

EXPERIENCED ready-to-wear saleslady. Part time. Apply at R-B Shop, 163 N. Woodward. 30

### HELP WANTED—MALE

EXCEPTIONAL OPPORTUNITY

Fine, clean, profitable direct selling. Represent prominent Detroit corporation in Birmingham area. Qualified trade furnished. Drawing account. Must be Protestant and have car. Apply Suite 602, 2851 Woodward Avenue, Detroit. 29-30

### SITUATIONS WANTED—FEMALE

PRACTICAL nurse, most 15 years in Birmingham, with references. Phone 1942. 30*

SECRETARY-Stenographer desires position in Birmingham or Detroit after November 1. Experienced. Aged 25. Neat, attractive and refined. Intelligent and capable; with a personality for meeting and dealing with people. Fast and accurate shorthand and typing. Good on telephone. Can handle account, banking, etc. References. Write Post Office Box 231, Birmingham, Michigan, or phone Pontiac 2-9171. 30*

LAUNDRY work done at my home, 1228 E. Ruffner. Phone 2920. 30*

WANTED—Day work, cooking and sewing or cleaning. Phone 276. 30*

GOVERNESS—Several years' experience, middle age, speaks French fluently. Phone Dearborn 0064-M. 30

EXPERIENCED white woman desires day work and cooking. Phone 1634 after 6 p.m. 30

CATERESS: Local references, own transportation. 85c per hour. Phone 1942, 504 W. Frank. 30*

### SITUATIONS WANTED—MALE

PAPER hanging, interior decorating, house painting, walls washed. Quality work, moderate prices. Phone 978, Birmingham. 29tf

CARPENTER work of any kind or repair or new work. Fences also. Phone 276. 30*

### FOR RENT—ROOMS

SLEEPING. 159 W. Brown. 30*

ROOM for two men. Board if desired. M. T. Wilson. 1376 East Ruffner, Birmingham. 30*

ROOM with or without kitchen privileges. 283 Greenwood. 30*

ROOM, sleep and board if desired. 916 East Maple. 30

ONE room to rent, steam heated, laundry privileges, breakfast included. 2340 Yorkshire. Phone 1190-J. 30

FURNISHED room for rent, suitable for one or two people. Hot water plentiful. 210 W. Brown. 30

PRIVATE home, rooms for two young men; shower, garage. Phone B'ham 1737. 30

PLEASANT warm room for gentleman. Semi-private bath, continuous hot water, telephone. Near Woodward. 259 Buckingham. 30

LARGE bedroom off bath, steam heat, private home. Bus two blocks. 819 Graefield. 30

3-ROOM apartment, unfurnished, stove, refrigerator, garage, automatic heat and hot water. Adults. 453 Ann. 30

COMFORTABLE room in private home. Continuous hot water. Phone 3065-M. 30

### FOR RENT—HOUSES & APARTMENTS

BIRMINGHAM'S only resident permitted mover. Local and long distance. Estimates free. Save money, time and worry. No load too large or small. All goods insured. Call Birmingham Movers, 1345. 42tf

6-ROOM furnished home, artistic, clean, comfortable, automatic heat, double garages, hardwood floors, tile bath, price. References, Northwood, 12 Mile and Woodward. Royal Oak 2887. 30

7-ROOM house and bath, fireplace, electric stove, Frigidaire, oil-burner, outside grill, 2 car garage, shade. Price $58.00. Available Nov. 1. Phone 112. 30

3 BEDROOMS, central location, oil burner, 2 car garage. Will decorate. $65.00. Call B'ham 789, evenings. 30*

HOUSE at 424 Southfield. Phone 474. 30*

UPPER four rooms and bath. Apartment and garage. Phone 1343-W. 30*

BLOOMFIELD Village, four bedroom, 3 bath home, 2 car attached garage, immediate possession. Phone 1234. 30

4-ROOM unfurnished, carpeted apartment for rent. No children. Phone 844. 30

2 ROOMS furnished, including heat, lights, water. Phone B'ham 3408-W. 30

LARGE home on acre and one-half of land, well wooded, ideal for family having children in school. Living room, dining room, study room, den, kitchen and toilet on first floor. Five bedrooms and one bath on second floor. Forced warm air heat, hot oil. Two car garage. Near Quarton School. Price $150.00 per month. Possession and lease now for rent. 30

Louis Hascall Co.
National Bank Bldg.
Phone 278-W 30

A BOWN states bedroom and full bath, 3 bed R. and bath apt. S. E. cor. Penn & 668 Hunter Blvd. Large Liv. R. fully carpeted. Hot air heat. Garage. Nicely lovely home in Quarton and Parochial school district. 3 B. R. and bath. Davis, Liv. Room, Din. R. Kit. Nook, Library with lavatory and kitchen. Oil heat. Lease required. 30

L. K. Holton, Realtor.
256 South Woodward Avenue.
Phone 958. 30

2 BEDROOM furnished home, $75.00. 3 bedroom, 2 bath unfurnished apartments $110.00.
Kurth, Tel. 1981. 30

FURNISHED Apt. 3 rooms and bath, heated. Garage. Available after Nov. 1st. 343 Elm St. 30*

### FOR RENT—GARAGE

TWO car garage with upstairs for storage of furniture or anything. 275 W. Brown Street, Birmingham. 30

### FOR SALE—CEMETERY LOTS

6-GRAVE cemetery lot in White Chapel, block 2, section 7455. Price $150.00. Write H. O. Price, Lake Odessa, Michigan. 30-35

### FOR SALE—HOUSES

NEAR QUARTON SCHOOL

VACANT — immediate possession. 2 bedroom, 2 baths. Economical to heat. 832 Suffield, near Oak. 29tf

THREE bedroom house, four blocks from Community House, easily converted into Duplex. $12,000.00. Terms. Oscar 1178-W. 30*

BEAUTIFUL 3 bedroom house, near Adams School. This property stands out for its location, the stable manner in which it is built, lay out of rooms, size of lot, etc. Has oil heat, tile bath, extra toilet, beautiful screened porch, lot is well shrubbed, etc. The price is $9000.00 with no apologies for either quality or price. Also 3 bedroom house, hot air heat. Price $4000.00.
Louis Hascall Co.
National Bank Bldg.
Phone 278-W 30

### FOR SALE—REAL ESTATE

CLIENTS waiting for beautifully priced homes, regular. We can sell your property. Fenton Mathews; Woodward avenue, Phone 2100—3101. 29*

SOME very choice building lots ranging in price from $400.00 up with all improvements in. One of these is located on Maryland Blvd., another on Villa Road, one on Yosemite, and an exceptional lot on Lakeland Blvd.
LOUIS HASCALL CO.
National Bank Bldg.
Phone 278-W 30

SACRIFICING 5 bedrooms, 3 baths, library, recreation room with fireplace, copper plumbing, large lot beautifully landscaped, price $20,000.00, which is less than half building cost. 30

4 bedrooms, brick, sunroom, oil, large lot, close in. $10,500.00. 30

2 bedrooms, Adams school. $4500.00. 30

Beverly Hills, 3 bedrooms, brick, oil, 2 car, $6500.00. Terms.
Kurth, Tel. 1981 30

### WING LAKE

Offering lot, 70x110 and lot 70x162 at as attractive prices as any lots on lake, a very fine location, Wink Lake privileges. Make personal inspection by mail for price and terms. Henry Copeland, 3561 Oakland Avenue, Pontiac, Michigan. 30tf

50 x 145 ft. LOT on Cedar drive. $450 or will exchange for property outside of city. Phone 725. 30*

### FOR SALE—USED CAR

1941 FORD deluxe tudor, heater, vent covers. Good condition. Reasonable. Private owner. B'ham 3988. 30

### FOR SALE—DOGS

REGISTERED female Irish Setter, 13 months. House broken. Phone 3528. 30*

### FOR SALE—HOUSEHOLD GOODS

HAND made solid mahogany Chinese Chippendale coffee table. Write to Eccentric Box 232. 30

WASHING machine; good condition. $15. 459 West Brown. 30

7-PIECE mahogany dining room suite, fine condition, at great sacrifice. Phone Birmingham 1561, 1489 Cranbrook Road. 30

ANTIQUE ivory round table, four box seat chairs, china cabinet. Phone 3415-W. 30

HOUSEHOLD goods of every description. Washing machines, beds, bedrooms set, dining room set, some antiques. Reasonable. 318 North Woodward. 29

FOR SALE—Furniture, 1941 electric stove and refrigerator, few antiques and modern pieces. Phone 2528. 30

WALNUT living room table, Simmons bed and box springs. Call 2322. 30

MAGIC Chef apartment size gas stove, $15.00; 8 pair of curtains, $10.00. 461 West Brown, upstairs. 30

FRIGIDAIRE—cost $245. Perfect condition. Will install. Call 2644, or call Frank Street. 30*

ELECTRIC Frigidaire, bedroom furniture, vanity dresser, other household articles. Phone 1445-R. 32231 Auburn Drive, Beverly Hills. 30

LEAVING for California. Will sell unusual Duncan Phyfe dining room set; extension table, 6 upholstered chairs, sideboard and highboy designed by Barker Brothers, Hollywood. Also bedroom set suitable for child or maid room. California style with twin-size beds. Chest, vanity. Also console Philco radio. All priced reasonably. Phone Berkley, Royal Oak 2918. 30*

TWO studio couches, walnut veneer dresser, oak dining table, buffet, 6 chairs. 9412 Hilton Fox. 1286 Edgewood. 30*

TWO beds and two dressers. 575 Towne Road. 30*

GRINNELL upright piano in excellent condition. W. L. Moreland. Telephone 561-W. 30

SLIGHTLY used beautiful A & B cabinet, 480 Shive. Call 1750. 30

### FOR SALE—HOUSEHOLD GOODS

COLD SPOT refrigerator. Apply at 242 N. Woodward, apartment one. 30*

DAVENPORT suitable for slip-covering. $7.00. Simmons Ivy Maid bed and coil spring mattress, $20.00. Phone 2426. 30*

CARPET, broadloom, used 24 hours, size 34x15. Cheap. Phone Pontiac 2807. 30

ODD pieces of furniture, Rugs, lamps, etc. Phone 394. 30

6-FOOT Absopure refrigerator. $25.00. Phone 3017. 30

TWO parlor tables, $3.00 each. Bed, springs and mattress, $3.00 each. Call Potters Storage. 29*

### FOR RENT—MISCELLANEOUS

CONCRETE mixers, rubber tired wheelbarrows, scoops, ladders, tarpaulins, chain hoists, screw jacks, pump, blocks, scaffolding, electric saws and drills, pipe cutters and threaders. Other equipment. Marr Rental Service, Elizabeth Lake Road, Pontiac. (Opposite State Hospital.) Phone Pontiac 8780. Open 7:30 a. m.-6:00 p. m. 30

BIRD DOG—good hunting for rent. Call daytimes, 2870. 30

### FOR SALE—MISCELLANEOUS

FRYERS, roasters, hens and young turkeys. Dressed while you wait. Phone Big Beaver 53-W. Big Beaver Poultry Farm. White farmhouse on corner Sixteen Mile and Livernois. 30

NO HUNTING — NO TRESPASSING signs on sale at The Eccentric office. Speak quick for quantity lots. 24-29*

SPRUCE, arborvitae, juniper, pine, for fall planting. $1.50 up. Yoo, Inc., Twinsburg Nurseries, P. O. Box 68, Clarkston, Mich. 24-31*

PEAT moss, sand and stone wood. All hardwood. 909 E. Maple. Road. Phone Lincoln 2-1385. 29-33-31*

HOUSE trailer for sale. Suitable for camping, fishing and hunting, reasonable. Call Birmingham 3575 evenings. 30

GOOD dry wood and package coal. Birmingham Wood Yard, 1429 S. Woodward. 29tf

THIRTY-TWO piece hand painted tea set, cups, saucer, bread and butters, also larger, eight each. Child's tricycle. Phone 232. 30*

FIRST Presbyterian Women's Union, all wool, reversible rugs in several colors. Size 21 x 36—$2.75, 27 x 54—$4.50. Phone 2378. 30

GAS stove and baby buggy for sale. Phone 1189 or call at 263 E. Lincoln. 30*

SEVERAL land contracts for sale, $500 will handle, some larger. Anyone who can earn six to eight per cent safely. Investigation will convince you. Box 238, Eccentric. 30

BLACK Forstman wool coat, crossfox collar, satin lined, size 12. $45.00. Call B'ham 2165. 30

BEAUTIFUL transparent velvet lady's evening coat, wine color, fox collar, fully lined, satin; size 16-18. Can be seen B'ham Rosely Shop. Cost $100.00. Now $25. 30*

GOOD chicken run, with extra high fencing; also coop house. Call Walled Lake 2209, or B'ham 1967. $10.00 complete. 30

'CHILD'S remarkable bookcase corner built. $3.50; heating stove, small bureau. Phone 1190-J. 30

16-in. and 24-in. seasoning oak wood. Reasonable. Wm. Gravel, Pontiac Trail 2321 collect. 30tf

THOR combination washer and ironer. Good condition. $30. B'ham 1067-W. 30

GRAY baby buggy, English coach. Good condition. Phone 2417. 30

HOUSE for sale cheap, dining room suite, and other furniture. 1579 Wyllys. Phone 1409-J. 30

FRIENDSHIP that's purchased isn't worth a dime. Increase customers and visitors appreciate old American Frankness and fair dealing. Gifts, for the home at a reasonable price. We'll buy a piece or a house full of material possessions. Mathews Galleries. 30

SACRIFICE for $195.00 cash. Treasle house trailer. Sleeps four. Good condition. Phone 1977-W. 1441 Cole. 30

TAN reed baby buggy with reversible body in perfect condition. Call 2244. 30

WHITE, porcelain enamel sink, five feet long, with double drainboard and fixtures. Also 3 white toilet seats. Reasonable. Phone 1919. 30

### WEEKLY SPECIALS AT THE BIRMINGHAM RESALE SHOP
### 205 PIERCE STREET

A beautiful Galaxe fur jacket. Perfect condition.
Lovely Spanish shawl, $12.00.
Antique high chair, $7.50.
Maple davenport, $22.50.
5-piece bedroom set, $14.95, $15.00.
2 Hudson Bay coats.
Pair of old lamps and tables, $25.00.
Beautiful oval mirror, $12.00.
Kenwoods, $6.00 and up.
Shawls, winter coats for men and women. Fine clothes for the whole family. Come in and be convinced. 30

WELL rotted cow manure for your lawn and shrubbery, 2 yard load $4.00; black dirt, 2 yards $3.50. Phone R. O. 4462. 30

BOOKCASE, fine, large, handmade, solid mahogany; $40.00. Can be seen at Potter's Storage. Telephone B'ham 3402. 30

LAND contract for sale, 5 good bug. Write Eccentric, Box 232. 30

GOOD boy's 24-in. bicycle. Reasonable. 31340 Lahser, Detroit. 30

NEED an old costume for your costume party? A few left. Birmingham Trading Post, 578 Lincoln, Phone 57. 30

FARM bells, also advance sale tickets at Shive's. 30tf

Detroit Antique Show
Convention Hall
Woodward Entrance
Sat., Nov. 1 to Tues., Nov. 4
Wilson Jones Mother & Son Shop.
720 North Woodward 30

HARD, dry oak and hickory wood. Any length. 1654 Franklin Road. 30

MAN'S bicycle, ping-pong table, rugs, galvanized wash tubs with legs, single bed with mattress and springs, Hoover vacuum cleaner, carpet sweeper. 656 Lakeview. 30

ANTIQUE furniture and glass, reduced for clearance sale. Must have room. 223 Miller Road, Kenco Harbor. Phone Pontiac 28807. 30

ANTIQUE furniture, dishes, glassware, electric stove like new, complete collections of books, such as complete set of "Book of Knowledge," Travel Books, Wild Game Books, History, etc. Garden tools and approximately 700 feet garden hose.
L. Read, Tel. 1941 daytime or Royal Oak 0423 evenings. 30

TWELVE hollow hand carved oversized Mallard decoys, complete with ballast, irons and anchors. Must be seen to be appreciated. 943 Knox. 30

1941 MODELS, Frigidaire and Frigidaire Electric Ranges! Now is your chance to choose from our present stock, before prices increase. Small down payment and terms if desired. We take trade-ins at highest value.
Gene Anderson and
Birmingham Branch
Cadillac Motor Car Div.
Woodward at Willits 30

FRIGIDAIRE, six cubic feet, separate motor, Duncan-Pyfe coffee table, plaid green carpet, 12x12, and matching stairs with carpet. Birmingham 1019-J. 30

### WANTED TO BUY—MISCELLANEOUS

WILL buy house for cash near Vaughan School. Four bedrooms, large bath. Give particulars. Write Eccentric Box 236. 30

WANTED—Late model small convertible coupe from private owner. Birm. 2114-W. 30*

### MISCELLANEOUS

INTERIOR decoration, Draperies, slip covers, ruffled curtains, venetian blind. Estimate given. Mrs. Leona Shank, 247 Merrill. Phone 2127. 27tf

CARPETS AND LINOLEUMS
Complete carpet and linoleum service. Cleaning, alterations, repairs. Also quarter blinds and custom made shades.
WALTERS FLOOR COVERING
211 So. Woodward Phone 2260 30

UPHOLSTERING, repairing, refinishing. Complete furniture service. Birmingham Furniture Upholstering Shop, 535 N. Woodward. Phone 2451. 30tf

KEYS made. Bicycle repair, repair saws, lawn mowers, parts, bags. 251 E. Woodward at Brown. 1100

WOODWORKING Shop, custom woodworking, cabinets, screens, general work. Holmes Craft Products, Inc. The Dey Building, Broadway just east of Telegraph. Phone 58. 30

HEATING — warm air forced hot water steam. Expert installing. New furnaces—Sunbeam. Richmond. Ideal. Payne. Thermo, any type. Replacements and repairing quickly. Absopure Improvement Company, Royal Oak 0135. 29tf

ALTERATIONS, additions, basements, masonry, roofing, siding, plumbing, aluminum improvement. Call Royal Oak 4122. 23tf

A-1 PLASTERING. Fine work. Reasonable. Work Guaranteed. Inquire Royal Oak 0122. 25tf

THE BUTTON BROKER—Button holes made, knows this problem. Buttons are satisfactorily imported. Metal buttons to work garment you purchase. Pearl buttons, mail inquiry. 2 Mile Road, Milford. Thirty-two beautiful illustrated, durable, fancy buttons for fashion or fun. Information does not interest you? Then for your own protection, 1941 S. Woodward, Birmingham. 30

INDUSTRIAL and furniture designing, sketches in black and white or color, detail drawings. Phone Birmingham 2-1000 ext. 216. Phone 994-J. 27tf

WE WILL be glad to list or sell you our home. Don't call us, though. Don't charge too much. We specialize in the right customers. Birmingham Trading Post, 578 Lincoln, Phone 57. 30

THE collection said, I sold it, you found clothes in the Birmingham Trading Post, 578 Lincoln, Phone 57. 30

DIGNIFIED way to dispose of your slightly used clothing for cash. Send postcard to P. O. Box 324, with your phone number. We will call at your home. 30-31tf

### PAINTING & DECORATING

PAINTING and decorating. Let me estimate your next job. Work professionally done. HENRY G. ELLER. 1444 Holland. Phone 2577. 46tf

### SCREENS—STORM SASH

SCREENS and storm sash, both fast and metal windows. Combination doors, porch enclosures, shutters, awnings. Complete insulation. Caulking, carpenter work and pass Bird, Detroit prices. Free estimates. Harry E. Smith, 1527 Bennaville. Phone 762. 27tf

### PIANO TUNING

A-1 ABSOLUTELY guaranteed piano tuning, $2.00. Mid-week special. 20 years' experience. E. J. Ladner, 1031 Midland, Highland Park, Mich. Tel. 8-8254. 13tf

### LOST AND FOUND

LOST—Keys by vicinity of Saturday. Very badly needed. Phone B'ham 1809-W. 30

LOST—Black and white female fox terrier, 6 months old, male. Child's pet. Reward. Phone Birmingham 2-1000 ext. 230. 30

LOST—English setter, white with black spots. Name "Pete." Reward. Phone 2345. 30

LOST—Fur tan satchel, lined with red plaid, at Pierce Field football game. Reward. Phone 3101. 30

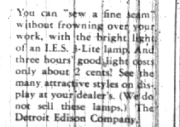
LOST—Blue Persian tabby kitten, strayed from 334 Oakland. Nine months old. Information appreciated. Phone 2625. Reward. 30

LOST—A handmade luncheon cloth tucked up by mistake at Kroger's. We appreciate its return. Birmingham Beauty Shop. Phone 1. 30

IF PERSON who took black purse by mistake from The Taylor Antique Shop returns contents there will be no questions asked. 30

STATE OF MICHIGAN—The Probate Court for the County of Oakland.
At a session of said Court, held in the Probate Office in the City of Pontiac, in said County, on the 10th day of October, A. D. 1941.
Present, Honorable Arthur J. Moore, Judge of Probate.
In the Matter of the Estate of Mahlon Boughner, Deceased.
Isabel Boughner having filed a petition praying that an instrument filed in said Court be admitted to Probate as the last will and testament of said deceased, and that administration of said estate be granted to Ralph Wilson or some other suitable person.
It is Ordered, That the 17th day of November, A. D. 1941 at 9 o'clock Eastern Standard Time, in said County, be and is hereby appointed for hearing said petition.
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 proponent mail a copy of this order to all persons interested at least fourteen days prior to said day of hearing.
ARTHUR J. MOORE,
Judge of Probate.
(A true Copy.)
FLORENCE DOTY,
Register of Probate.
OLIVER KIRK,
Attorney for Estate.
Birmingham, Mich. 30-41-52


Is it worth 2¢ AN EVENING to SEW with less eyestrain?



You can "sew a fine seam" without frowning over your work, with the bright light of an I.E.S. 3-Lite lamp. And three hours' good light costs only about 2 cents! See the many attractive styles on display at your dealer's. (We do not sell these lamps.) The Detroit Edison Company.


## Make Special Effort To Market Apples 'Picked' by the Wind

Telegraphic reports to the Michigan State Apple Commission announce buying offices for the leading chain store organizations are prepared to handle an emergency crop of windfall apples that accumulated from the heavy gale that swept middle-western states on Sept. 25.

The special buying program, which originated at the request of grower representatives from Michigan, Ohio, Indiana and Illinois, will continue for two weeks only, and supplement all special 3-week procurement programs on drop apples announced by the Federal Surplus Marketing Administration.

Michigan growers are fortunate in comparison with their neighbors to the south who experienced from a 50 to 75 per cent drop on apples as yet unharvested when the wind struck. The heavy producing Lake Shore belt escaped the worst of the winds with losses held only slightly above normal. South and eastern orchards in the state were harvest hit with losses averaging perhaps 20 per cent of unharvested fruit in the Romeo and Imlay City area to 50 per cent as the extreme on certain varieties in orchards without wind protection.

The need for canning and processing apples is emphasized by food industrial organizations if growers are willing to move these as fresh fruit, coming hunting season if Campo—The Ottawa Evening Journal.

## New License Conserves Metal

Designed with rounded corners to make plates wear longer, the new Wisconsin auto license tags for 1942 will be used for 1943 also. Where chip marked "40" is now bolted in metal tags bearing the number "43" will be attached.

Windfall apples, regardless of and Conservation Officer Zene how low the price, will move out Blackmer can prevent it. rapidly only in case they have an Campo was fearful the conserapparent value at the time they vation department might think the confront the consumer, retailers light a nuisance, and remove point out. them to the northwoods. He says they have shown no inclination to harm his livestock. While the bears are becoming quite tame, they have not lost their good manners, Campo reports that the cubs are a good cutting recently for anything food from strangers.

## Farmer Likes His Bear Family

ALBION—The pals boys, mamas and little cubs bear that reside in the thick underbrush of Otis's said that a tramp has a 20-acre woodlot on the farm of taken four years to walk from James Campo, just 4 miles south James Campo, just 4 miles south 2, Montreal to Quebec. What a of Albion, that close would make. 30 days!—The Ottawa Evening Journal.

## New Oil Field May Be Largest

LANSING—Success of oil and gas development in the Reed City pool in recent weeks has stimulated great interest among oil producers in searching for other fields in north central lower Michigan, E. R. Frye of the conservation department's geology division reports.

At the present rate of development the Reed City pool is expected to be producing 15,000 barrels of oil daily within the next two or three weeks. Nearly all wells now included in the area have reported initial production either naturally or after acid treatment, of from 1,300 to 12,000 barrels daily. Wells are producing gas at 2,200 feet and oil at 3,600 feet.

Testimony presented at a recent hearing of the oil and gas supervisor indicated that the Reed City pool eventually may cover 1,500 acres and some oil operators expressed the opinion that it may be the largest yet found in the state.

Try an Eccentric Classified Ad.


FEELING BLUE ??
Here's a "BUMPER UPPER"
Better than all your Medicine. A Hearty Laugh and You're the Trick.
See "The Birmingham Show"



# WHY
## Do Some People Advertise
# ?

PERHAPS THIS IS THE ANSWER . . .

GENERAL MOTORS SAYS:
"We invested 40 million in newspaper advertising during the past four years. It made sales of 4 billions and net profits exceeding 400 million."

STANDARD GASOLINE:
J. A. Donan, advertising manager of the Standard Oil Co. of N. J., makers of Esso, says: "We know that people read their newspapers avidly and will read any real merchandising news we have with the same interest that they read the news columns."

W. H. KELLOGG, PRESIDENT OF KELLOGG CEREAL CO.:
"Newspaper advertising increased the sales of our company 20%."

JAY GOULD, PRESIDENT OF BEST FOODS, INC.:
"The newspaper has been the backbone in our advertising field. The results have proved to us their value as prosperity builders."

NASH AUTOMOBILES:
"We used newspapers to localize our appeal. Despite two critical strikes, which prevented dealers from delivering cars 4 of the 12 months last year, Nash registered sales gains better than the industry average. The company closed with a 70% sales gain over the previous year."

ALL YEAR CLUB OF SOUTHERN CALIFORNIA:
"In 1921, Southern California entertained about 200,000 visitors, all of them in the winter. The purpose of the first All Year Club campaign placed in Detroit newspapers was to increase summer business. The overall success of this and other newspaper campaigns is that we had 1,001,789 visitors last summer."

THEY GOT RESULTS AND SO CAN YOU!

*Advertising Is Not An Expense --*

IT'S A PROFIT-BUILDER!

The Birmingham Eccentric