

Personal

ANNOUNCEMENT OF NEW CHEVROLET SIX WIDELY ADVERTISED

More Than 5,000 Newspapers Carry Announcement Of New Motor Car

Featuring the most comprehensive announcement program ever used by Chevrolet Motor Company, 5,355 leading daily and weekly newspapers in the United States introduced the new 1932 Chevrolet Six last week.

In addition to newspapers, the program profited for the use of radio, poster panels, phonograph records, canvas banners, dealer window displays, and several other media.

First news of the new Chevrolet was flashed in a manner by 25,000 posters in towns of 15,000 population and over. The posters, with a total length of 118 miles, comprised a showing 60 per cent larger than any manufacturer in any business has ever staged. The posters were paneled on Nov. 23, and for one week their message

was "Keep Your Eye on Chevrolet."

The next news of the new Chevrolet came over the air. On the night of November 29, the company began a week of spot broadcasting over 168 stations. "Keep Your Eye on Chevrolet" was the theme of the radio program.

On November 29, also, Chevrolet dealers decorated their windows with poster displays. The material for these displays was a part of 75 tons of promotional matter by the Chevrolet Motor Company. Included in this tonnage were eight square miles of silhouette cardboard, 30 linear miles of canvas banners, and 1,100,000 label buttons.

On the morning of December 2, dealer phonograph records, bearing nothing more than an address and a warning to play at once, were delivered by Uncle Sam to 1,280,000 Chevrolet owners in all parts of the country. The message on the record informed them that a new Chevrolet was on the way. Further radio announcements of one minute duration, were made over 151 stations on the nights of Dec. 2, 3, and 4.

Then, on December 5, the 5,355 newspapers printed the announcement of the new 1932 Chevrolet Six; the 25,000 posters were changed accordingly, and the public was throwing its way to dealer's showrooms.

STUDENTS PAY LESS FOR ROOM RENT AT MICHIGAN

Ann Arbor, Dec. 4.—Surroundings which are up to a reasonable standard of comfort and cleanliness are important in a successful college life, the University of Michigan believes, and has for many years maintained an inspection of men's rooming houses, with the result that approximately 75 per cent of the men in the institution live in approved houses or fraternities, according to reports from the office of Joseph L. Bursley, Dean of Students.

Legal Term

An ex-post-facto law is a law passed after the commission of the offense charged, which inflicts a greater punishment than was annexed to the crime at the time of commission, or which alters the situation of the accused to his disadvantage.

MAY NOT HONOR MICHIGAN LICENSES IN SOME STATES

Lansing, Mich., Dec. 9.—Michigan 1931 automobile license plates may not be honored in neighboring states after January 1, 1932, according to information reaching the Department of State.

Motorists will not be allowed to tour Ohio after January 1 with Michigan 1931 plates, even though the plates are legal here until March 1. New plates are mandatory in Ohio on January 1 of each year.

Wisconsin, Illinois and Indiana officials have indicated that they may follow the example set by Ohio. It is possible that one or more of the states will change its plan before the first of next year, but Michigan motorists who plan to leave the state, will avoid possible delay and embarrassment after January 1 by securing new license plates.

Molding Character

What would be the character of an individual who never had responded to the stimulus of opportunity or felt the discipline of a reversal?—George Roberts.

KILLS WOLF WITH ROCK
Lansing, Dec. 9.—A wolf killed with a rock; a "kangaroo" coyote and a sightless coyote were among the predatory victims of Michigan's state hunter force during the month of October.

Possibilities

The nice thing about a year's suspension of international debts is that anything can happen in a year.—Buffalo Courier-Express.

METAL-TITE

Universal repair fluid will mend metals of all kinds, auto radiators, plumbing, furniture, dishes, leather, rubber and many other things.

For Sale By
Bertha Westfall
33004 Grand River Avenue

Come and See the NEW CHEVROLET SIX



THE GREAT AMERICAN VALUE FOR 1932

Silent Syncro-Mesh shift

Simplified Free Wheeling

Improved six-cylinder engine

60 horsepower (20% increase)

65 to 70 miles an hour

Faster, quieter getaway

Smoother operation

Smarter Fisher Bodies

Greater comfort and vision

Unequalled economy

THE new Chevrolet Six is now on display! Its appearance strikes a smart new note in motor car styling. Its performance combines the greatest thrills of modern motoring. Its new features include many of the important developments in engineering and craftsmanship. It actually looks, feels, controls and performs like nothing you have ever associated with low price before. To develop such an automobile at such low prices, Chevrolet has utilized every advantage of its present position as the world's largest builder of automobiles. And Chevrolet presents this new car—proud in the knowledge that it represents the Great American Value for 1932.

Chevrolet Motor Company, Detroit, Michigan. Division of General Motors

PRICED AS LOW AS **\$475** F.O.B. FLINT, MICH.

Low delivered prices. Easy G. M. A.O. Terms

Now on display at your Chevrolet dealer's

SEE YOUR DEALER BELOW

Farmington Motor Sales

FARMINGTON, MICH.

PHONE 303

R. E. BECKLEY

Miss Viola Walters, who spent the week end at her sorority house at Ypsilanti, attended the Kappa Gamma Phi formal invitation and banquet at Charles McKenney Hall Saturday and was a guest at a tea given Sunday afternoon by Mr. and Mrs. H. D. Rice of Ypsilanti announcing the engagement of their daughter Marjorie.

Mrs. Minnie Johnson, Miss Leola Ike and Mr. and Mrs. Clyde Adams were Sunday afternoon callers at the home of Mr. and Mrs. Harry Lyons in Redford. Dr. and Mrs. Norton entertained at dinner and bridge Thursday evening. Guests were from Birmingham.

Mr. and Mrs. Harrison Johnson and daughter and Miss Lucile Jacobs were dinner guests Sunday of Mr. and Mrs. Clarence Bicking and family.

Mr. and Mrs. Charles Pettibone and son John Mahlon visited their brother Mahlon Bradley at Redford.

Mr. and Mrs. George Checketts spent Sunday with her parents, Mr. and Mrs. W. H. Stark, of Northville.

Mrs. Clyde Adams and Miss Leola Ike spent Wednesday in Detroit.

Mrs. Charles Ely spent Sunday with her daughter, Mrs. Ralph Hogle and family of Redford.

Mrs. Frances Halsted, Lucile Halsted, Mrs. Charles Halsted and Mrs. Drew called on Gage and Lee Halsted at Ann Arbor Sunday.

Mr. and Mrs. F. W. Billett of Lake Orion and Rex Holland of Lansing were Sunday evening callers at the home of Mr. and Mrs. Harry Pagel.

Charles Rose of Walled Lake was a dinner guest of Mr. and Mrs. Bernard Banfield Tuesday.

Mr. and Mrs. A. L. Ross visited their daughter, Mrs. J. A. McClelland and family at Pontiac Sunday.

Mr. and Mrs. Fred Maas are the parents of a little daughter, Margaret Marie, born December 7.

The Misses Vandyne, Murphy Chettle and Wondergem were Detroit shoppers Saturday.

Clarenceville Lodge No. 427

8 Mile Rd. at Grand River
Meets Every Wednesday

ELECT NEW OFFICERS

The following new officers have been elected: Olof Berg, noble grand, Raymond Bailey, vice-grand, Alfred White, recording secretary, William Fox, financial secretary, John Uhlig, treasurer, and Donald Parks, 4-year trustee.

MEMBERS TAKE NOTICE

There will be a fellowship Temple Association meeting December 14. Important questions are to be decided.

There will be lodge notes every week. Watch this column and help make it a success. Give your news to Willis T. Roberts at the Hot Spot Lunch Car, at Eight Mile and Grand River.

Hot-Spots

One of our members has his hair marcelled, we wonder who the girl is.

We wonder if Bailey will start a circus, we have heard this name before.

Some people know their onions but Shorty knows his Pie Bargains—Cards—Eats—Dance Every Saturday Night 25c I. O. O. F. hall—Clarenceville.

Signed, Ray and Bill

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 7th day of December A. D. 1931.

Present: Hon. Dan A. McGaffey, Judge of Probate.

In the Matter of the Estate of CONRAD ZIMMERMAN, Deceased.

Clara Wendlandt, heir at law having filed in said court a petition praying that the administration of said estate be granted to John Fitzpatrick or to some other suitable person.

It is Ordered, that the 11th day of January A. D. 1932, at ten o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing said petition.

It is Further Ordered, that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing, in the Farmington Enterprise, a newspaper printed and circulated in said county.

DAN A. MCGAFFEY,
Judge of Probate.
A true copy.
Ruth Immick Harboldt,
Register of Probate.
Dec. 10—17—24