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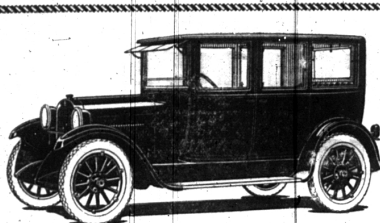
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ALL-STEEL BODY, baked enamel finish, upholstered in Spanish blue leather, washable and removable. Loading space of 62 cubic feet behind front seat. A handsome closed car that is built for real utility. The 55-inch understung rear springs give riding comfort unexcelled by much larger cars.

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**ESSEX OFFERS  
LARGER COACH  
NEW SIX-CYLINDER CAR NOW  
BEING DISPLAYED BY  
BOUGHNER BROS.**

The new Essex, a six-cylinder car built under Hudson Super-Six patents and featuring a larger, roomier coach, has arrived and is on display at the salesroom of Boughner Bros., local Hudson-Exess dealer.

It is announced that at least 75 per cent of this year's Essex output will be in this coach. There is a five-passenger open car.

"If a nut-shell description of the new Essex is required," said William Boughner, "the following sentence might fill the bill: 'The new Essex combines all the reliability and stamina of the previous car, plus a smooth flow of power heretofore exclusive to the Hudson Super-Six. The new Essex measures up in every respect to the traditional Hudson policy of providing a product of outstanding merit.'"

Results of Lessons. In this new car may be found the results of all the lessons which Hudson has learned from the Essex and from the Super-Six.

"On this chassis are mounted: 'First, an open body of striking low-hung appearance, and second, a finer, larger Essex coach.'"

"Both cars are notably handsome. They are automobiles which you look at once—and instinctively want. The coach particularly is remarkable in that there is over six inches more leg space between the front and rear seats than in the old Essex. This affords real sitting comfort on even the longest drives. There is two inches additional head room above the front seat.

"On the open car, the top is actually only 5 feet 10 1/2 inches above the ground, at its highest point and the front of the top is so low that a man of average height can look directly over it. The coach is in proportion, and is a remarkably trim, low-hung smart appearing car."

"This lowness is obtained with no sacrifice in road clearance. A new principle in the mounting of bodies is involved. It is a highly important factor not only in bettering the general lines of the car, but also in lowering the center of gravity and greatly improving the riding qualities."

"Motor experts who have ridden in the new Essex say that they had never experienced before such a feeling of stability and sureness on the road."

"The general lines of the coach have been somewhat revised. The compartment space at the rear has been transferred to an interior location at the upper half of the rear seat. This change in design has made possible a great improvement in the general appearance of the

coach. These new cars accentuate the position of the Hudson Motor Car Co. as the pioneer and specialist in enclosed cars at a moderate price. It is more than two years ago since the first coach was brought out. This is the type of product which has kept Hudson at the top of the car and which, apparently, is ever since and which, apparently, is public wants.

**RECORD BEATEN  
BY STUDEBAKER**

SPECIAL SIX CUT TIME BETWEEN SALT LAKE CITY AND LOS ANGELES

Breaking the record time of the famous Los Angeles Limited from Salt Lake City to Los Angeles by one hour and 10 minutes, a Studebaker Special Six, driven by D. A. Jenkins of Salt Lake City, has established a motor car performance mark that is causing wide-spread comment among motorists along the Pacific coast.

This is the fastest that man has ever traveled overland between these two cities. It is one hour and 58 minutes—almost two hours—faster than the best previous motor car record.

Fast More Impressive. The Arrowhead Trail, over which the record was made, winds through many treacherous mountain passes and traverses hundreds of miles of desert roads. For this reason, and because no attempt was made to wait for ideal road and weather conditions, the feat is all the more impressive to those who are familiar with the route.

Even more remarkable than the speed attained here is the endurance displayed by the car. Despite the fact that its cooling system was not water was added to the radiator over the mountain and desert roads, the entire run. The American Express company sealed the filled cap at Salt Lake City and broke the seal at Los Angeles. When checked in Los Angeles, the motor was running as smoothly and as quietly as it was when it left Salt Lake City.

The run, arranged by the T. W. Naylor company, Studebaker dealers in Salt Lake City, is timed and authenticated by the Western Union. The distance of 853 miles was covered by the Special Six in 23 hours and 43 minutes. The best previous automobile record was 25 hours 41 minutes and the time of the Los Angeles Limited is 24 hours 50 minutes.

With the addition of this record, four official road records are now held by Studebaker in California.

**FORD ADDS A NEW  
MODEL TO FAMILY**

THE TUDOR SEDAN MAKES ITS BOW TO WAITING AUTO BUYERS

The Ford Motor Company has announced an addition to its line of cars—the Tudor Sedan which brings to the public an entirely new style of Ford enclosed body, according to Conant and Osborne, local Ford dealers.

It is a distinct type designed to carry five passengers in complete comfort. The roof line is low and straight which with the larger radiator, now standard on all Ford cars, gave Ford designers an opportunity of effecting most graceful lines and at the same time a most sturdy construction.

Besides its general appeal and high quality aspect, the Tudor Sedan has several new features, which promise to win immediate favor. The two doors are unusually wide, 28 1/2 inches to be exact, and are set at the front of the car, hung in exceptionally heavy frames and swing open forward on either side in line with the driver's seat.

Side wind are blown in from the doors and along in shafts and thirty to a inch in width, affording unusual vision to the occupants, while a large rear window to the x visibility and new glass styles are located there with the framing, affording clear vision and the maximum ventilation.

Interior arrangement of the Tudor Sedan meets all comfort requirements both for driver and passengers. The driver's seat is of the "bucket" design, with easy cushion and back, assuring perfect posture. There is a noticeable roominess in front with plenty of foot room. The sitting seat, opposite the driver, is of comparable out of the way so that entrance and exit through the large and roomy door is easily and conveniently effected by these occupants. The rear seat which is amply large for three persons.

The new Nash has been in production now for the past six weeks, has struck a responsive chord, according to reports received by the Nash Motor company from distributors and dealers in practically all sections of the country.

**Expectations.**

"In responding to the country-wide demand, the factory produced a car which, from every standpoint of comfort and appearance, equaled even the expectations of the Nash dealer organization."

The new Nash business coupe is built on the Nash standard 112-inch wheelbase four-cylinder motor; its perfected valve-in-head motor is powerful and at the same time is sparing of fuel consumption.

Its interior appointments are of the same quality and nature as those which adorn the Nash Carriole. The doors are wide and the seat deep and comfortable.

Cares for Luggage. There is a large convenient compartment under the rear deck for luggage and suitcases and there also is a compartment for packages back of the seat.

The same features and improvements that characterize the entire Nash Four line have been embedded in the new business coupe and at its price it stands as a remarkable value in the closed car field. Salesmen, professional men and women will appreciate this light, comfortable moderate priced car.

A Seedy Companion. A lad, two and one half while out waiting, saw a small boy with freckles all over his face. He said: "Oh, mother, look at the boy with tomato seeds on his face."

**TWO NEW NAMES ARE  
ADDED TO FORD CARS**

There's been a double christening in the Ford car family. When the newest member, a smart sedan with two doors, arrived on the scene, announcement of which is just made, there came with it the question of a name.

"For several days the folks just couldn't decide what to call the baby of the family until, from quite an unexpected source, there came the happy suggestion: 'Let's call it Tudor.'"

And Tudor it was christened, a name quite in keeping with the aristocratic appearance of the new car.

"How about renaming the other sedan?" someone asked, and received this reply: "We might call it the four-door Ford—or—ah, that's it! Ford—er, Fordor. Simple and expressive, isn't it?"

So we have two Ford cars with brand new names, the Tudor and the Fordor.

Fool-Killer Never Gets a Rest. Some people rock the boat, others do not know that the sun is loaded and received this reply: "Oh, mother, look at the boy with tomato seeds on his face."

Quite Often. A haughty carriage is sometimes a very uncomfortable reflecte.

**GOOD-YEAR SERVICE STATION**

**THE best footing  
your car can  
get on rain-swept  
streets and slippery  
hills is the gripping  
All-Weather Tread  
of a Good-year Tire.**

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**Ranks First by Comparison!** Consider the superior merits of this Nash Carriole. Mark its smart, sweeping lines; its all-metal panel construction; its beautiful color combination. Note the luxury and the completeness of the car's equipment. Finally, take the wheel for a road trial. Feel the motor's smooth rush of power; its brisk getaway; its brilliant response. In every test, in every contrast, the Carriole will compel your admiration. And the price is set low. *Drive it—today!*

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**\$685**  
F. O. B. DETROIT FULLY EQUIPPED

THE many desirable qualities inherent in the Fordor Sedan commend this car to the consideration of every discriminating motorist.

When, in connection with these qualities, the low price of the car is considered, the value of the Fordor Sedan becomes unique. In it you obtain, at the lowest possible cost a car of snug comfort, good appearance, and high utility.

Its convenient operation, dependable performance, and long life are well known. The style of its appearance, the attractive comfort of its interior, are in line with present-day demand.

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