

HUDSON-ESSEX AT HIGH POINT OF PRODUCTION

NEW ESSEX SIX DEMAND FAR EXCEED PRESENT FACTORY OUTPUT

"The Hudson-Motor Car Co. is at the highest point of production in its entire history," declares Charles Boughner of Boughner Bros. garage, local dealer, "and that is particularly fortunate for us, because the demand for the new Essex six simply is bewildering. I have seen new automobile models come and go, almost from the beginning of the industry, but I never before saw a car take hold on public demand, and keep that hold, as has the new Essex Six. There is no doubt but that twice, and probably three times, as many motorists will buy Essex cars in 1924 as did in 1923. "It would not surprise me if in 1924 Hudson would become the larg-

est exclusive producer of six-cylinder cars in the world—exceeding the larger number of super-sixes and a multiplied production of Essex. We consider it our obligation to obtain cars as promptly for our customers as is possible, and we are urging the factory not only to supply us our full allotment, but to deliver to us as many cars, without limit, as can be spared.

"For the convenience of motorists, there have now been established Hudson-Essex salesrooms and service stations in practically every section of the country. All these dealers will be provided with cars as promptly as possible. And so although we expect to be overhauled all winter long, we shall make a continued and aggressive effort to re-operate with our purchasers in obtaining prompt deliveries of their new cars. In the past week we have taken time to visit the factory and examine the machines and manufacturing methods which make this new Essex possible at its unusual price. These new facilities are among the most interesting sights I have ever seen."

Interest to Motorists

Mr. and Mrs. A. C. Willbee, of Detroit, formerly of Birmingham, announce the birth of a son, John Frederick, December 22, at Providence Hospital.

Mr. and Mrs. H. E. Middleton have just returned from a holiday visit in Flint.

"I have often wondered how cars of such quality as Hudson and Essex could sell at their surprisingly low price levels." Now I understand—in part at least. I have seen with my own eyes the efficiency of the factory, and that factory tells the story."

Dodge Bros. Claim Big Output Record

FAMOUS CAR BUILDERS RECENTLY TURN OUT ONE MILLIONTH AUTOMOBILE

One million cars built and sold in the first nine years and eleven days of production is the achievement of Dodge Brothers, who thereby add to other notable contributions to the automobile industry a world's record. No other manufacturer, according to official figures shown by Dodge Brothers executives in support of their contention, has achieved the 1,000,000 mark so soon after the completion of his first car.

Dodge Brothers began production Dec. 4, 1914. Car No. 1,000,000 rolled off the final assembly line Dec. 13, 1923 nine years and 11 days later. Strong public demand has given a constant impetus to Dodge Brothers production from the very start. At the outset they were overhauled—and have been ever since, despite enlargements which have converted a factory of some 20 acres of floor space into a great industrial city employing 20,000 men and having a floor space of more than 50 acres. Only a few months ago a large new assembly plant was placed in operation, increasing plant capacity to approximately 1,000 cars a day and placing Dodge Brothers in a better position than ever before to build their share of the huge output scheduled for 1924.

While factory officials are pleased at the attainment of the 1,000,000 mark in so brief a period, they attach far greater importance to the fact that more than 80 per cent of the first million cars are still in service. This is the point that interests the public, they maintain, for it is emphatic evidence that quality production has always had preference over quantity production in Dodge Brothers plant, even when the most heroic measures were being adopted to increase plant capacity to meet the increasing demand.

It is also more important than mere numbers to the automotive industry as a whole, as it is indicative of a constant betterment of the product, as compared with the early days of experimentalism and unreliability.

FORD AUTOMOBILE NO. 8,888,000 IS SHIPPED

Between June 8 and December 7, the Ford Motor Company produced 1,111,111 motors at its Highland Park plant. On June 8, Motor No. 7,777,777

went off the assembly line and was shipped to Los Angeles. On December 7, Motor No. 8,888,888 was completed and was shipped to Chicago.

LINCOLN MAKES RUN OF NEARLY A MILE-A-MINUTE

SPEED TEST SHOWN ON TRIP FROM SOUTH BEND TO INDIANAPOLIS

A Lincoln car is credited with the fastest run on record between police headquarters at South Bend, Ind., and the state house at Indianapolis. The trip of 155.7 miles was made in 165 minutes, an average of close to a mile a minute despite frequent slow-down in cities and towns along the way and occasional pauses and stops due to traffic and road conditions.

The car was commanded by Chief of Police Laurence J. Lane, recently, in order to secure the governor's signature to extradition papers which were urgently needed.

W. W. Farrar, Lincoln sales manager for W. R. Hinkle, Inc., South Bend Ford dealers, piloted the car on the flying trip to the capital.

VISITS NORTHWEST; FORESEES 1924 BOOM

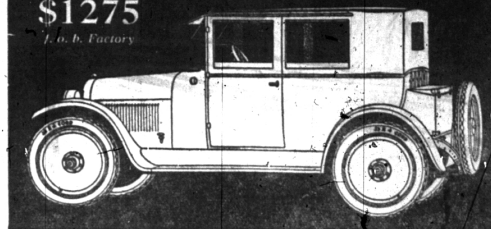
Indications pointing to even greater advance of the automobile industry in 1924, so far as standard makes of cars are concerned, are seen by E. H. McCarty, general sales manager of the Nash Motors Co., who has returned to the factory after a business trip that took him through the Northwest, into Canada, down the west coast, through California, through the southwest to New Orleans, and as far southeast as Charlotte, N. C.

"On every hand," said McCarty, in a letter to Bell Bros., local Nash distributors, "business men generally are looking forward with confidence to a period of continued sound prosperity during the coming year. In practically all of the sections visited business apparently was satisfied factory in some places conditions were more favorable than in others, but even at points where slow progress had prevailed for several years past, improvement was apparent and optimism over the coming year seemingly was unanimous.

"Throughout the territory west of the Rocky mountains, sales of Nash cars have shown a gain of 55 per cent this year over 1922 and there is every reason to believe that a further gain of almost similar proportions may be expected in this same territory in 1924. Sales reports from the central west, the east and the southeast indicate plainly that these sections also are in sound condition."

NASH

Four Carriole
Five Passengers
\$1275
f. o. b. Factory



Five Disc Wheels and Nash Self-Mounting Carrier, \$25 additional

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 get-away; its brilliant response. In every test, in every contrast, the Carriole will compel your admiration. And the price is set low. *Drive it—today!*

FOURS and SIXES

Models range from \$915 to \$2190, f. o. b. factory

BELL BROS. GARAGE

LOCAL DISTRIBUTORS
122 East Maple Ave. Birmingham, Michigan Phone 700

WILLYS KNIGHT

Coupe-Sedan
Deluxe \$1550 fob Toledo

The National Favorite

Weary of folding seats and seat-climbing, the public has literally flocked to the Willys-Knight Coupe-Sedan! Doors front and rear. You enter and leave without awkward contortions. And it has the wonderful Willys-Knight sleeve-valve engine—same type as Packard, Daimler, and others of Europe's finest cars. See it! Try it!

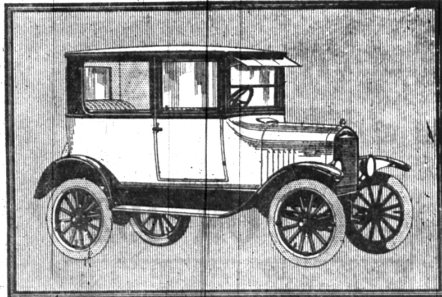
Other Willys-Knight models: 5-Pass. Touring \$1175; 5-Pass. Roadster \$1175; 7-Pass. Touring \$1325; 5-Pass. Coupe-Sedan Standard \$1430; 5-Pass. Sedan \$1795; 5-Pass. Sedan De Luxe \$1995; 7-Pass. Sedan \$1995; all prices f. o. b. Toledo. We reserve the right to change price and specifications without notice.

BOUGHNER BROS. GARAGE

Local Distributors
120 South Woodward Avenue
BIRMINGHAM, MICH.
PHONE 70

THE DAY OF THE KNIGHT IS HERE

A New Body Type



THE Tudor SEDAN

F. O. B. DETROIT **\$590** FULLY EQUIPPED

The Tudor Sedan is a distinctly new Ford body type, admirably designed for harmony of exterior appearance and excellence of interior comfort and convenience.

At \$590, its price is not only lower than any previous Ford Sedan, but lower than any sedan ever put on the American market.

Body lines, long-panel rear quarter windows, broad cowl and high ra-

diator give it grace and poise from every angle.

Wide doors, hinged to open forward, folding front seats, well spaced interior, dark brown broadcloth upholstery and attractive interior trimmings add measurably to its individuality, comfort and convenience.

See this exceptionally desirable new Ford product in Ford showrooms.

CONANT - OSBORNE COMPANY
South Woodward Avenue Phone 16
"Authorized Ford Dealers" Birmingham, Mich.



CARS · TRUCKS · TRACTORS

The New ESSEX A SIX

Built by Hudson under Hudson Patents

Essex closed car comforts now cost \$170 less than ever before. Also with this lower price you get an even more attractive Coach body and a six cylinder motor built on the principle of the famous Hudson Super-Six.

It continues Essex qualities of economy and reliability, known to 135,000 owners. It adds a smoothness of performance which heretofore was exclusively Hudson's. Both cars are alike in all details that count for long satisfactory service at small operating cost.

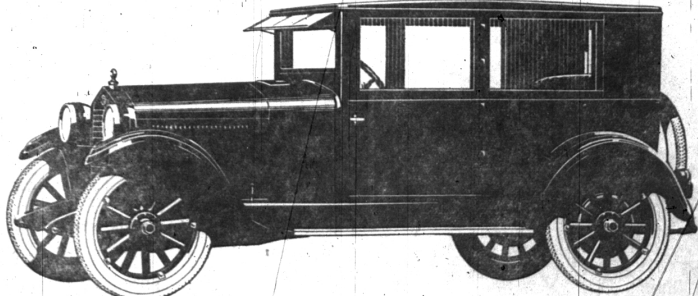
You will like the new Essex in the nimble ease of its operation. Gears shift quickly. Steering is like guiding a bicycle, and care of the car calls for little more than keeping it lubricated. That, for the most part, is done with an oil can.

The chassis design lowers the center of gravity, giving greater comfort and safety, at all speeds, on all roads. You will be interested in seeing how this is accomplished.

Greater fuel economy is obtained. The car is lighter, longer and roomier. You will agree that from the standpoint of appearance, delightful performance, cost and reliability, the new Essex provides ideal transportation.

The Coach
\$975
Touring Model - \$850
Freight and Tax Extra

A 30 Minute Ride Will Win You



BOUGHNER BROS. GARAGE

Local Distributors
120 S. WOODWARD AVE. Phone 70 Birmingham, Mich.