

STUDEBAKER SALES REACH DIZZY HEIGHTS

Word has been received by Craig, Wurster & Stapleton, local Studebaker dealers, of the new record established by the Studebaker Corporation of America for the first six months of 1923, when a total of 81,800 Studebaker cars—all Sixes—were sold.

All Studebaker plants continue at capacity operations and the present output of 15,000 cars per month is insufficient to meet the persistent demand for more Studebakers from every section of the country, which is as great—or greater—than at any time this year.

While the Studebaker sales for the past six years have increased progressively each year, the newest record can be better appreciated by comparison. The sale of 83,800 cars in the first six months of 1923 shows an increase of 36 per cent over the best previous six months' business in Studebaker history—that of 1922—when a total of 60,853 cars were sold. Compared with sales for the entire year of 1918, the half-year record of 1923 shows an increase of 243 per cent. It is 108 per cent greater than

sales for the full twelve months of 1918. It exceeds the sales of the full year 1920 by 9 per cent and is 28 per cent greater than the sales for the complete year of 1921.

NEW HUDSON SEDAN ON DISPLAY HERE

A new five-passenger sedan, containing all the recent Hudson improvements of body and motor design, is announced by the Hudson Motor Car Company, and is being displayed by Boughner Bros., local distributor. In general lines and construction the new Hudson sedan very closely resembles the previous car, but it sells for \$100 less. An important change has been the adoption of the new style soft-top roof, which better the appearance of the car.

"The interior is remarkable in every way," said Mr. Boughner this week. "With the extra-passenger seats removed there is an exceptional roominess for the five passengers. The front seat has been set back substantially, which allows more room in the driving compartment and at the wheel."



THERE is a difference in tires. Only the new Goodyear Cord Tire is made of highest-grade, long-staple, high-tensile cotton, built up by the Goodyear patented group-ply method, and equipped with heavier sidewalls and the beveled All-Weather Tread. The difference shows in the Goodyear's longer wear and lower cost per mile.

At Goodyear Service Station Dealers on self and recommend the new Goodyear Cord with the beveled All-Weather Tread and back them up with standard Goodyear Service.

F. E. STERNAL
East Maple Ave.



We Do Good Printing.

FORD HAS MAMMOTH OUTPUT IN 6 MONTHS

A total of 1,050,185 automotive products were built by the various divisions of the Ford Motor Company during the first six months of the present year, according to figures just compiled. The output for the half year was as follows:

Ford cars and trucks, domestic and foreign, 241,241; Cadacs, 46,871; Fordson tractors, 58,557; and Lincoln cars, 3,512.

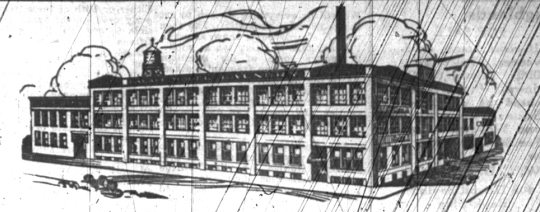
A new monthly record for production was established by the domestic assembly plants in June with a total of 175,040 Ford cars and trucks, exceeding the output of May by nearly 5,000.

New production marks have been set up daily since January, but there hasn't been a time when manufacture even approximated the demand. With production increasing in an endeavor to meet the demand, it is expected that the company will finish the year with a total approximating 1,800,000 Ford cars and trucks for domestic use alone.

This is the opinion expressed by officials in view of the present prosperous conditions, the increasing number of orders and the outlook for even better times prevailing during the coming months.

Motor Maxims.

An ounce of attention is worth a pound of overhaul.
An ounce a day keeps the carman away.
Look before you back.
Shut the oil and spill the car.
A rolling car gathers no crowd.
A fool in the pit is worth a genius in the surface.
Service is a service done.



Call To Our Driver

or phone Glendale 5680, and we will have him call at your home on a regular pick-up and delivery schedule. You'll find our service on

**Shirts and Collars
Flat Work - Complete Family Bundles
Blankets - Curtains - Etc.**

to be prompt, reliable, and reasonable in cost.

Palace-Model Laundry

Detroit

Glendale 5680



Touring Car \$520
Coupe \$685



All cars Fully Equipped

Judge the Gray by the satisfaction it is yielding thousands of owners today. Their testimony to its dependable performance, freedom from gasline troubles and increased mileage from gasoline is convincing tribute to the high quality of this light car.

Come in today and learn why the Gray has delighted them all.

Bell Bros. Garage
Local Distributors
122 EAST MAPLE AVE.
Phone 709



INTEGRITY

Announcement

THE STUDEBAKER CORPORATION OF AMERICA is pleased to announce to its customers, friends, and the public generally, its complete line of new

1924 Model Studebaker Cars

Avoiding the superlatives frequently used in automobile advertisements, the Corporation desires to faithfully state the facts concerning these cars and the reasons why the public should buy them.

THE CARS

In design, quality of materials, standard of workmanship, durability, refinements, performance, freedom from repairs, and price, the Studebaker 1924 Model Cars are distinctly the greatest intrinsic values the Corporation has ever offered.

Every improvement the safety and practicality of which have been verified by engineering tests is embodied in these new cars.

The Big-Six

THE BIG-SIX LINE comprises four models, mounted on the standard 126-inch chassis with 60 H.P. 3 1/2 x 5 inch motor: 7-passenger Touring Car - \$1750 5-passenger Coupe - \$2550 5-passenger Speedster - \$1835 7-passenger Sedan - \$2750
all prices f. o. b. factory

Refinements and a few minor mechanical changes have been made in the Big-Six, which has established an enviable record for five years. Our large production accounts for its low price. It is a car of the highest grade, comparable to the best.

The Special-Six

THE SPECIAL-SIX LINE comprises four models mounted on the standard 119-inch chassis with 50 H.P. 3 1/2 x 5 inch motor: 2-passenger Roadster - \$1325 5-passenger Coupe - \$1975 5-passenger Touring Car - \$1350 5-passenger Sedan - \$2050
all prices f. o. b. factory

Radiator, hood, cowl, and body changes have been made in the Special-Six, with minor mechanical changes and refinements in the chassis. The Special-Six has for five successive years added luster to the name STUDEBAKER. It is one of the most satisfactory and finest cars on the market. It is as good in every respect as the Big-Six, except that it is smaller, and costs less to produce, and therefore sells for less.

The Light-Six

THE LIGHT-SIX LINE comprises four models, mounted on the standard 112-inch chassis with 40 H.P. 3 1/2 x 4 1/2 inch motor: 2-passenger Roadster - \$975 2-pass. Coupe-Roadster - \$1225 5-passenger Touring Car - \$995 5-passenger Sedan - \$1550
all prices f. o. b. factory

No body or mechanical changes except refinements have been made in the Light-Six. Over 130,000 Light-Sixes have been produced in the new, modern \$30,000,000 Studebaker plant at South Bend, Indiana, under most economical and

almost ideal manufacturing conditions. In our judgment, it stands out as the greatest value and the closest approach to mechanical perfection in moderate priced cars yet produced.

THE REASONS WHY

With \$90,000,000 of actual net assets and \$45,000,000 invested in plants, Studebaker has ample physical facilities to manufacture most economically.

Studebaker's organization of manufacturing executives, engineers, metallurgists, chemists, inspectors, and skilled mechanics is second to none in the industry. The design of Studebaker cars and the workmanship upon them conform to the highest principles of engineering standards and mechanical practice known to the industry.

Best of Materials Used

Studebaker cars contain the finest known grades of iron, steel, aluminum, tires, electrical equipment, glass, bearings, etc. No better materials for automobile manufacture exist. Sheet aluminum has but one-third the tensile strength of steel, and consequently, Studebaker uses sheet steel for its bodies.

By the manufacture of drop forgings, castings, stampings and the machining, assembling and finishing of motors, axles, frames, transmissions, bodies, tops, etc., and the consequent elimination of middlemen's profits, coupled with lower overhead factory costs per car arising from quantity production and low commercial expenses, Studebaker's costs are kept at an economically low point possible of attainment only by manufacturers with vast physical and financial resources.

Bodies Unexcelled

The bodies of Studebaker cars are not excelled in quality of materials and craftsmanship, by any cars on the market. The Coupe and Sedan closed bodies are magnificent examples of the coach builder's art.

Merit Wins

The sales of Studebaker cars for the past six years have shown each and every year a progressive increase, 81,880 cars were sold in the first six months of 1923 as against 60,833 for the same period last year. Only products of merit can make such growth.

The Studebaker Corporation of America
A. R. Erickson, President

CRAIG - WURSTER - STAPLETON

STUDEBAKER SALES AND SERVICE
207-209 SOUTH WOODWARD Phone 674

THIS IS A STUDEBAKER YEAR



The Easy Way to Own a



ONE-TON TRUCK

Here is a chance for you to get started, toward greater profits—or to build up a business of your own—and it costs only \$5 to make the start.

Everywhere, Ford One-ton Trucks and Light Delivery Cars are saving more than this every year for their users. So, as soon as your truck starts running it will quickly take care of the purchase price and add new profits as well.

It will widen the area in which you can do business, enlarge the number of customers you can serve—and keep your delivery costs down to the lowest point.

Start now toward the ownership of a Ford Truck or Light Delivery Car—use the

Ford Weekly Purchase Plan

\$5.00 Under the terms of this Plan, we deposit this money in a local bank at your interest. Each week you add a little more—and this also draws interest. And in a short time the truck is yours to use. Come in and let us give you full particulars.

Conant & Osborne

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