

Ford New Prices

Effective October 2, the Ford Motor Company announces the following reduced prices on all Ford Cars and Trucks:

Runabout	-	-	\$265.00
Touring Car	-	-	295.00
Coupe	-	-	525.00
Four-Door Sedan	-	-	685.00
Chassis	-	-	230.00
Truck Chassis	-	-	370.00

All Prices F. O. B. Detroit

These are the lowest prices in all Ford history. With the recent changes and refinements that have been made in every body type, Ford Cars now offer new values in motor transportation. Especially is this true of the new Four-door Sedan with its streamline body and many added conveniences.

The Fordson Tractor

The price of the Fordson Tractor has been increased \$25.00, making the present price \$420.00 F. O. B. Detroit.

You can take advantage of these new prices through the Ford Weekly Purchase Plan

Conant - Osborne Co.

Authorized Ford Sales and Service
311 S. WOODWARD AVE. PHONE 16



but why not be comfortable too?

Most light cars have been bought in spite of their discomforts. Transportation—the "They-get-us-there-anyway" spirit has bought millions of light cars.

—but why not have comfort along with the get-there-idea.

Gray Closed Cars have refined comfort to an unusual degree. There are forty different features which make Gray cars comfortable, easy to drive and economical. It will pay you to investigate all of them before you buy a car.

Roadster	- \$490	Touring	- - - \$530	Coupe	- \$685
Coach	- \$745	4-Door Sedan	- \$835	Truck	- \$575

BELL BROS. GARAGE
LOCAL DISTRIBUTORS

122 East Maple Ave. Phone 709
Birmingham, Michigan



HUDSON-ESSEX STAKE FUTURE ON CLOSED JOB

"The closed car show in Detroit this week is a good thing for us," said William Boughner, of Boughner Bros. Garage, local Hudson-Essex Dealer. "Because Hudson-Essex is the enclosed car specialist of the industry, and we have staked our future on the belief that the average motorist is looking for a durable, practical enclosed car at a moderate price."

A few years ago, enclosed car shows were more or less high-brow events, with their chief attractions a selection of ornate sedans and limousines which the average man never even hoped or wanted to buy and use. "We did a good deal of talking about the stimulation of enclosed car sales in those days. We—the automobile trade—talked around the subject, but we never got down to the real meat of the public's reason for holding away from enclosed cars. That reason was price. Your common-sense motorist couldn't see why an enclosed car should cost nearly twice as much as an open one."

"It was Hudson-Essex which first sensed this situation. It was Hudson-Essex which designed and created a new type of enclosed car, the coach, and which then made this coach its volume production model. The output of the Hudson-Essex factory became at least 75 per cent coaches, and it is in this fact which has made possible the successive reduction in price."

Improved Ford Line Displayed At Show

While most everyone has noticed the new type enclosed Ford cars, persons visiting the closed car show, which opened in Detroit this week, will have an opportunity of closely inspecting these cars. Both the coupe and the four-door sedan are on display.

A number of improvements will be noticed. The larger radiator, with cow and hood conforming, has brought much better style to the four-door sedan. Changes in the front also have effected more room for the occupant of the front seat, thus contributing to riding comfort.

The new design coupe, also shown, is highly attractive in exterior appearance, and interior arrangement provides more comfortable seating. The enlarged rear quarter affords considerable room for carrying luggage.

Conant-Osborne Co. is the local Ford agency.

Dodge Steel Closed Cars, Show Feature

C. R. EVANS SAYS STEEL BODIES WERE DODGES' ANSWER TO PUBLIC DEMAND

Nine years ago, when Dodge Brothers began producing touring cars and roadsters with all-steel bodies and baked enamel finishes, it was considered one of the most important contributions of the day to automotive development.

This week at the Detroit Closed Car Show, there will be exhibited three types of Dodge Brothers closed cars—and each type has a body of steel. Solving the most perplexing manufacturing problems, Dodge Brothers first applied the all-steel body principle to closed car construction about a year ago, in the business sedan and business coupe. Now, with their latest improvements in appearance and riding comfort, they extend the steel body principle to the type-A sedan—aristocrat of their line.

"It is the factory's answer to public demand," said C. R. Evans, of Evans-Jackson Motor Co., local Dodge dealer. "The fact that bodies of the business sedan and business coupe provide so universally satisfactory a basis for so much of our freedom of usage, that Dodge Brothers wisely decided to incorporate the same surplus value factor into the type-A sedan."



LOOK ahead to Winter, with its wet, snowy or icy streets and roads, and when you buy a tire now, get the Goodyear Cord with the All-Weather Tread. That tread is famous the world over for slipless, gripping traction and for long, economical wear.

As Goodyear Service Station dealers use and recommend the new Goodyear Cord with the All-Weather Tread and both tread with standards Goodyear Service

F. E. STERNAL
East Maple Ave.
GOOD YEAR

BUYERS SHOWING NEW TENDENCIES

NORMAN BELL SAYS THAT AUTO OWNERS FIND SMALL CARS BEST

"To say that more and more car buyers are turning to the closed car for all year driving is undoubtedly a truism," says Norman Bell, of Bell Bros. Garage, local distributors of Gray cars, "yet at the same time there are certain tendencies to be noted in this swing toward closed cars which are new and unusual."

One noteworthy factor in the present demand for Gray closed cars is the person who has never before owned a closed car—the man who is limited in the amount he has to spend and who wishes to get the greatest amount of year-round pleasure for his investment.

Formerly this type of buyer found that he could not obtain what he considered a suitable closed car within the limit of the amount he had to spend. He accordingly usually purchased a fairly heavy open car, with the result that he found his expense for operation and upkeep high in proportion to his investment, while at the same time the pleasure that he and his family obtained from the car was pretty much limited to the summer months.

For Sale

Overland Coupe, 1923
5 Passenger Buick Touring
Both cars in excellent condition
SEE
J. E. VALENTINE
117 Worth St.
Birmingham, Mich.

The Best to Motorists

Today this same buyer finds that for the same or an even smaller investment he can get a perfectly appointed closed car, with every convenience to be found on his higher priced open car. Moreover it has the added advantages not only of lighter weight with much more economical operation and upkeep, but of perfectly comfortable driving throughout the entire twelve months of the year.

Straight Thinking. Clear, straight thinking is needed today more than anything else. Loose and misdirected thought cannot lead to logical conclusion. Such thought results in a "deadlock" in our own heads which nobody but ourselves can break.

BOOST GOOD CARS
All the automobile dealers in and about Birmingham who are convinced of the merit of their cars express their convictions through advertising in the Eccentric. You may be sure of Quality and Service from them.

Acorn Alcohol. Up to the present time an industrial use has been made of acorns, but recent experiments show that alcohol can be made from them. Shalish acorns contain about 40 per cent of starch, which can be readily saccharified and then converted into alcohol.

Dependable Used Cars

WE now have ready for sale several used Dodge Brothers Touring Cars which have been reconditioned and put in shape to give satisfactory service. These cars are very good values at the prices quoted and will give their purchasers the advantages of the long life, reliability and low operating expense so characteristic of Dodge Brothers cars.

COME IN AND SEE THESE EXCELLENT V A L U E S

Prices from \$325 to \$600

MAY BE BOUGHT ON TIME PLAN

EVANS-JACKSON MOTOR CO.

Birmingham Michigan
119 S. Woodward - Phone 301

ESSEX COACH \$1145

Ex Extra ALL CLOSED CAR COMFORTS

"The Best Car I Ever Owned" Ask Any Essex Owner

Owner after owner will tell you these things:

- Service of 50,000 to 100,000 miles with incredibly small expense.
- Thousands of miles and months of running without a tap of repairs.
- 15,000 to 25,000 miles on a set of tires.
- 18 to 23 miles on a gallon of gasoline.
- Quiet, smooth, continuous duty and absolute reliability, day after day for years.

Few of the highest priced cars can show such records. Everyone knows how impossible to find like results among cars of the Essex price.

"THE GREATEST OF ITS SIZE" SAY EUROPEAN EXPERTS

- "Absolutely the brightest, liveliest, little engine I ever found in an American Car."
- S. F. Edge in "The Autocar" of London, England.
- "A colossal revelation of the value Americans can offer at its price."
- E. N. D. in "The Autocar" of London, England.
- "Its transcontinental record is not merely a record—it's a miracle."

From "The Car" London, England.

ALL CLOSED CAR COMFORTS AT OPEN CAR COST

At open car cost the Coach combines all closed car comforts with the long-lasting reliability and performance of the famous Essex chassis.

And except for the Coach, moderate-priced closed cars always mean low-priced chassis.

In no other type of closed car—the Coach is alone in that distinction—can you get so much in closed car comfort and assured mechanical satisfaction within hundreds of dollars of its price.

"My Next Car Another Essex" Say Thousands of Owners

In an investigation conducted by a great national magazine, to determine what percentage of owners would get the same make of car, when they bought again, the Essex showed next to the highest percentage. Only one car, higher in price, and far longer on the market, excelled it in owner preference, by a margin so narrow as to be almost negligible.

Come See Them
Immediate Deliveries

Boughner Bros. Garage Local Distributors

120 S. Woodward Ave. Birmingham, Mich. Phone 70