

# Interest to Motorists

As to Choice.  
"Some day," said Uncle Eben, "I may feel that it's up to me to go on one of these here hunger strikes. If it ever happens I'll have to be at de time of year when it's too late for spring chickens an' too early for watermelon."

## Dodge Brothers Motor Vehicles

Touring	\$ 880.00
Roadster	\$ 850.00
Business Coupe	\$1035.00
B-Sedan	\$1250.00
A-Sedan	\$1385.00
Screen Delivery	\$ 895.00
Panel Delivery	\$ 995.00

Prices F. O. B. Factory

(War Tax to be added)

### EVANS-JACKSON MOTOR CO.

Birmingham - Michigan  
119 S. Woodward - Phone 301

### DRIVERS COMMENT ON DODGE EASE

RIDING QUALITIES ARE IMPROVED, SAYS DEALERS

"It is evident from the expressions of buyers and prospective buyers that a decided improvement has been made in the riding qualities of Dodge Brother's Motor Cars," says G. H. Jackson of the Evans-Jackson Motor Co., local Dodge distributor. "No one who calls at the salesrooms to inspect the new line misses an opportunity to sit in the deep and roomy seats and comment on the exceptional comfort. The seats and body are considerably lower than before, not only adding to riding ease, but affording much more leg room. In addition, the gear shift lever has been moved forward, giving an unusual amount of room; the industry standard has been grouped on an attractive panel, and the leverage of the clutch pedal has been altered in such a way that the slightest pressure of the foot answers the purpose. This latter improvement is of special interest to women, who find it a great convenience in driving in heavy traffic."

### Car Market Healthy Says Hudson Dealer

80% OF AUTOMOBILISTS PREFER THE ENCLOSED CAR.

With activity stimulated by a price decrease in Hudson cars, business has started out at an exceptional rate this month, according to Boughner Bros. Hudson-Essex distributor.

"The motor car market this summer," said Charles Boughner, "is showing signs of remarkable health and activity. This is particularly true since the price cut on Hudson cars. I really should have expected something of a tapering off except for this fact. But Hudson's policy of dividing its profits with its owners has met with real appreciation."

"One strong indication of an excellent motor market is the demand for used cars. I would actually like to have a few more of them. With workers all busy at high wages, the demand for used cars leaps at a high level."

"This is one of the most valuable barometers of the motor world, and if I felt the market was bad, I should regard it as significant. The fact that the demand for used cars leads me to expect a larger second half of 1924 than we had in the first six months."

"During July and August, the so-called summer season, priced the most successful months of 1923 to the automobile dealer with the right line of cars. These three months excelled in sales the so-called peak months of March, April and May. That is not only my opinion and prediction, but it is the basis on which I am planning my own business."

"Good business will continue because conditions are highly prosperous and because of a new fundamental fact in the automobile world. That fact is that 70 percent of all automobilists are now riding in open

### C. W. Nash Foresees Continued Demand

FARMERS BUYING DESPITE HARD TIMES, HE SAYS

"There is nothing on the business horizon that bespeaks anything but continued prosperity for the balance of this year and every indication points to even better business for 1924," said C. W. Nash in a talk to dealers representing the Nash Motors Co. at Milwaukee last week. "I cannot account for the fact that people have been buying as many cars in August, usually a 'low' month, as they did in June and July. According to all traditions of the automobile industry there should have been a market falling off in August purchases. But our company sold more cars in August than in July and, according to all indications, we will sell more in September than in August."

"This applies in general to all standard cars. Only once before, in 1920, was there any similar volume of sales during the late summer months. A remarkable fact is that farmers who are supposed to have been hit hard by poor crops or low prices, are buying our cars. This is only one more proof that the motor car has become a necessity instead of a luxury in modern life."

### 4-WHEEL BRAKE VALUE PRAISED

INCREASE SAFETY IN OPERATING CAR, SAYS DEALER

"We have not yet heard of a motorist who, after having driven an automobile that is properly equipped with four-wheel brakes, would any more think of going back to two wheel-brakes than he would think of dispensing with his electric starter and electric lights and returning to winding a crank and adjusting carbide or oil for driving at night," says James E. Valentine, local Buick distributor.

"Buick four-wheel brakes are standard Buick equipment because of their contribution to safety design. They increase decidedly the

factor of safety in operating a motor car. That braking efficiency has been an essential quality in a motor car, every motorist will admit."

"Difference of Opinion."  
"Simply because certain engineers

have experiments, unsuccessfully with four-wheel braking in too many why another group of engineers are not qualified to solve satisfactorily what engineering problems might be involved and to bring out a product that met the severest sort of tests, that proved a tremendous gain to every owner, and an added factor of safety to every pedestrian."



### THE NEW 1924 BUICK

line is recognized by automotive engineers to be far in the lead for real value. Let me give you your first ride in a 1924 Buick—you'll be satisfied.

### James E. Valentine

Local Buick Distributor  
117 WORTH ST.  
PHONE 174 - Birmingham

"When Better Cars Are Built Buick Will Build Them."

### David C. Blesath

Blacksmith and General Woodworker

All kinds of Wood Working and Band-Sawing

Horse-Shoeing and Repair Work a Specialty

206 FOREST ST.

8 and 10-1/2 CEMENT BLOCKS For Sale

Smooth, Rock or Paved Faces

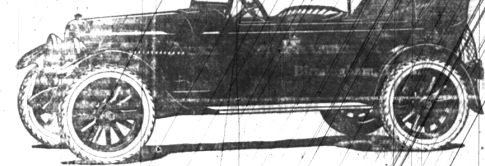
Also Veneer Blocks

123 HIGH ST.

Phone 241 - Birmingham

1924 Model  
Studebaker Light-Six  
Touring Car

\$995



## Don't Measure This Car By the Price

There are no other cars where price falls to such low values as in a motor car.

The difference in price represents a corresponding difference in quality. (Carriage being a fair but poor quality in excess of price.)

There are many cars selling for less, are almost as good as the Light-Six. They are in the same class because they do not represent as great intrinsic value for the money invested. The Studebaker Light-Six is the real quality car in the thousand dollar field.

The low price of the Light-Six is due to Studebaker's most liberal and financial resources, the saving of middlemen's profits by reason of complete manufacture in plants,

baker plants, and low manufacturing and sales overhead per car because of continuous large volume.

The satisfaction delivered by the Light-Six is universal. Its performance has been stanchly proven everywhere. This is due to its advanced design and construction.

For example, the crankshaft and connecting rods are machined on all details to fit perfectly, which is largely responsible for its actual freedom from vibration, its exclusive Studebaker in cars which hundreds of dollars of the Light-Six prices.

If you are thinking of buying about one thousand dollars in a car, then in place of yourself, consider the Studebaker Light-Six first. Come in an inspect. Drive it yourself. Driving is believing.

# STUDEBAKER

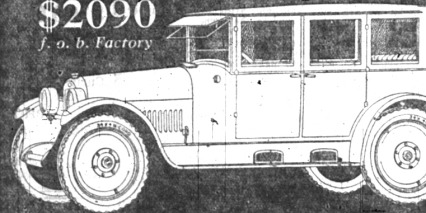
1924 MODEL LIGHT-SIX	
St. Paul	\$1000.00
Chicago	1000.00
Indianapolis	1000.00
St. Louis	1000.00
Philadelphia	1000.00
Washington	1000.00
Baltimore	1000.00
San Francisco	1000.00
Los Angeles	1000.00
San Diego	1000.00

CRAIG - WURSTER - STAPLETON  
207-209 SOUTH WOODWARD Phone 674  
STUDEBAKER SALES AND SERVICE

THIS IS A STUDEBAKER YEAR

# NASH

New Four-Door Coupe  
Six Cylinders  
\$2090  
f. o. b. Factory



Fits Disc Wheels and Nash Self-mounting Carrier, Standard Equipment

**They've Come!** The NEW Four-Door Coupes. Our first shipment of these outstanding new Nash models is here. Only a few are allotted us. Buyers will take them quickly. So come in at once. See the important new Nash developments in engineering refinement, body craftsmanship, and luxurious equipment. More than ever this model stands out as the market's greatest value of its class. And—note this—despite all the expensive improvements and added attractions Nash has not raised the price.

FOURS and SIXES — PRICES NOT ADVANCED

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

## BELL BROS. GARAGE

LOCAL DISTRIBUTORS

122 East Maple Ave.

Phone 709

Birmingham, Mich.



THE best footing for your car can get on rain-swept streets and slippery hills is the gripping All-Weather Tread of a Goodyear Tire. The high, thick, sharp-edged blocks of that famous tread take a slipless hold and hang on with a wedgelike action that prevents side-slip or skidding.

At Goodyear Service Station Dealers you will find the new Goodyear Cord tires with All-Weather Tread and Back Room up with Standard Goodyear Service

F. F. STEVENS  
121 Maple Ave.

GOOD YEAR

# HUDSON COACH \$1450

Tax Extra  
On the Finest Super-Six Chassis Ever Built

# ESSEX COACH \$1145

Tax Extra  
European Experts Call its Chassis Greatest of its Size

## 50,000 Coaches in Service

Hudson Prices	
Speedster	\$1375
7-Pass Phaeton	1450
Coach	1450
Sedan	1450
Freight and Tax Extra	
Essex Prices	
Touring	\$1045
Coach	1145
Coach	1145
15200-15100	

These are the lowest prices at which these cars have ever been sold. They make both Hudson and Essex the most outstanding values in the world.

## BOUGHNER BROS. GARAGE

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