

Beauty and the Introduction. "How can you expect any man to believe that there is nothing that matters behind a face as beautiful as Linda's? If you introduce a man to a pretty girl you can see him inventing a soul for her on the spot."—From "The Hopeful Journey," by Beatrice Keen Seymour.

# Interest to Motorists

## STUDEBAKER SUR-PASSES '22 RECORD

TOTAL OF 110,540 CARS PRODUCED UP TO SEPT. 1

With nearly four months remaining in 1923, the Studebaker Corporation has already surpassed its entire production for 1922, according to a report just received from the Studebaker factory by Craig Wurster and Stapleton, local Studebaker dealers. Production for the first eight months of 1923 was 110,540 cars as compared with 109,222 for the full calendar year of 1922.

August production was 15,700 cars, and broke all previous records. Production for the first eight months of 1923 was more than 32,000 in excess of its first eight months of last year.

Sales are expected to exceed 150,000 cars this year against 110,222 last year. And they are well ahead of production which amounts to about 20,000 cars for the first eight months of the present quarter as compared with 30,119 for the full third quarter last year.

All plants are running at capacity to meet the continuous, large demand for Studebaker cars from all sections of the country, and indications point to a heavy fall business. The sales of the last four months of this year will therefore represent this year's increase over the 1922 record.

Buildings are now under construction at South Bend, Ind., which will increase Studebaker manufacturing facilities still further in order to meet more adequately the insistent demand for Studebaker cars. Work on these additions, requiring an investment of approximately \$6,000,000 is progressing rapidly.

### ENCLOSED CAR IS IN GREAT DEMAND

AUTUMN WEATHER BRINGS OUT BUYERS, SAYS HUDSON-ESSEX DISTRIBUTOR

"Never before has the demand for enclosed cars been so great. Never before have so many of our buyers asked for the Hudson and Essex coaches," said Bohgner Bros., local Hudson-Exsex distributors.

"There are now about 70,000 coaches in service the country over, and when you consider that coaches are produced in quantity by only one manufacturer and that this type of vehicle has been in existence less than two years, I think all will agree that the coach has been an enormously popular success."

**Feature the Coach.** "Our information is that the Hudson-Exsex factory is now producing at least 80 per cent of its entire output in coaches, and that all plans are that Hudson and Essex coaches will continue to be the outstanding feature of the Hudson-Exsex line."

"Inasmuch as most 1924 models have now been announced, and without including the coach type of car

being adopted by any other leading manufacturer it is clear that Hudson-Exsex will continue to have an exclusive appeal to the thousands of discriminating motorists who are planning an enclosed car. "Most everyone knows that the Essex coach is one of the most modern, best-priced cars in the world. It is equally true that the Hudson coach—despite the splendid Hudson chassis—can be had at a surprisingly low figure.

China. Are we Americans becoming more honest? Chinese Five Maning seem to think so. At their sitting in New York they take their wickets slow, though white men are invited as guests. The 11th Sings recently have been beating their wickets at home when they try to find white men along.

Who Are "Your Printers"?

Ask Us About Printing.

## DODGE BROTHERS TOURING CAR

The comfort and beauty of this new touring car are instantly apparent.

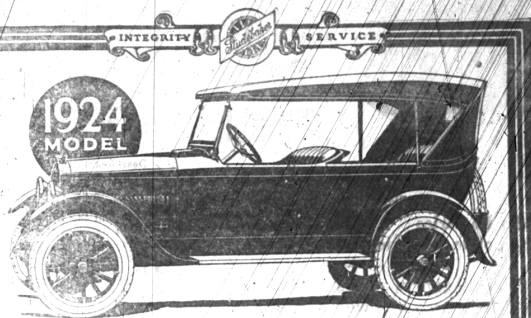
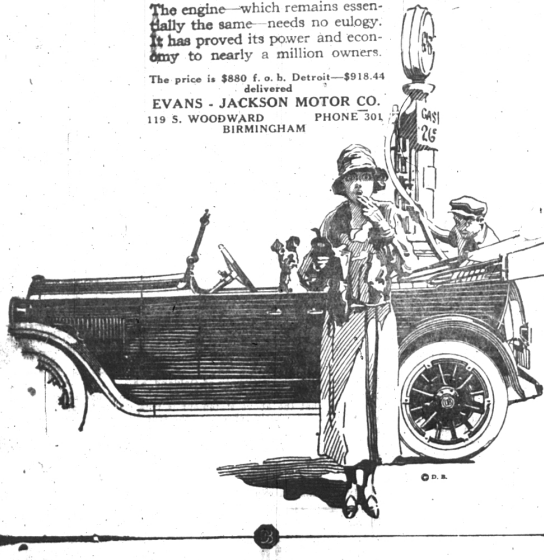
Long underslung springs, deeper seats and greater body length have resulted in an unusual degree of riding ease.

The body is exceptionally trim and graceful. Swung low to the road with long, straight hood-and-cowl effect and tasteful appointments, the car reveals new value and sound workmanship in every detail.

The engine—which remains essentially the same—needs no eulogy. It has proved its power and economy to nearly a million owners.

The price is \$880 f. o. b. Detroit—\$918.44 delivered

EVANS - JACKSON MOTOR CO. 119 S. WOODWARD BIRMINGHAM PHONE 301



THE STUDEBAKER LIGHT-SIX FIVE-PASSENGER TOURING CAR \$995

## 130,000 Owners Know the Value of this Studebaker

Every unit in the new 1924 Studebaker Light-Six Touring Car has proved its dependability in public use.

There are refinements and improvements, of course, but the underlying principles of design and construction which have made thousands of 130,000 purchasers of this model in three years' time, are not radically changed.

In our opinion, the 1924 Light-Six stands out as the greatest value and closest approach to mechanical perfection in moderate priced cars yet produced.

It is practically free from vibration. Studebaker accomplishes this largely by machining the crankshaft and connecting rods on all surfaces. This requires of precision operation. It is an exclusive Studebaker practice to produce at this price—and is found only on a few other cars—magnifying repeated above \$2,500. Absence of vibration prolongs car life.

causes slower depreciation, reduces the cost of operation and adds to the enjoyment of driving.

The Light-Six motor embodies the most advanced design known to automobile construction. It represents an achievement in the manufacture of quality cars in big volume.

Apart from its mechanical excellence, the Light-Six is handsome in design, extremely comfortable, sturdy and economical to operate just as it is in initial cost. It is powerful, speedy, has a pick-up range that is seldom taxed and never exhausted, is easy to handle, and convenient to park.

Its enameled all-steel body, one-piece, rain-proof windshield, ten-inch cushioned upholstery in genuine leather, and (optional) lamps are among many features heretofore to be had only in higher priced cars.

For 71 years the name Studebaker has stood for unflinching integrity, quality and value.

Steel body of striking beauty. One-piece, rain-proof windshield with enameled lights set in base. Quick action door ventilators. Door hinges based on three axes by steel rods, open with doors. Removable upholstery on cushions. Door pull bars with steel-bushings to wear. Lighted in genuine leather. Large rectangular window in rear curtain. Third gear transmission lock. Standard non-slip coat tires, top seat.

1924 MODELS AND PRICES—f. o. b. factory			
Special Six	119" W. B. 50 H. P.	Special Six	124" W. B. 60 H. P.
Light Six	117" W. B. 40 H. P.	Light Six	122" W. B. 50 H. P.
Touring	8 995	Touring	11 350
Wardner (2 Pass.)	1 125	Wardner (2 Pass.)	1 125
Coupe Road (2 Pass.)	1 215	Coupe (2 Pass.)	1 815
Wardner	2 025	Wardner (3 Pass.)	1 850
		Coupe (3 Pass.)	1 850
		Wardner	2 025

Terms to Meet Your Convenience

# STUDEBAKER

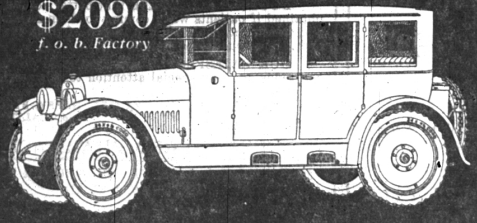
CRAIG - WURSTER - STAPLETON Studebaker Sales and Service 207-209 South Woodward Phone 674

THIS IS A STUDEBAKER YEAR

POWER & COMFORT

# NASH

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



Fine 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.

# Hudson Announces Sharp Price Reductions For 1924 Season

EFFECTIVE AT ONCE

Get These New Low Prices Before Purchase of any Car

Rumors to the Contrary Notwithstanding the only HUDSON we will produce in 1924 will be the Car You Know so Well--the Famous

## HUDSON Super-Six

And More Than Ever it Will Be Known as

The World's Outstanding Motor Car Value

Come See Them Immediate Deliveries

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