

# AUTOMOBILES

## "999" A WINNER ON WATER AND LAND

There's a new victor in the motor boat racing world and wherever enthusiasts gather for the next few months to speculate on the big events scheduled for the coming season, it's pretty safe to presume that they will have considerable to say about "Nine Ninety Nine."

Edsel B. Ford's new racer is a marvel in its class. To the old-timers who gathered for the sweepstakes race down at Miami, Fla., a couple of weeks ago it was a complete surprise. "Nine Ninety Nine" made its de-

but when it entered for the Biscayne Bay 1924 championship on the afternoon of March 7th, with half a dozen other contenders for the honor. At the gun, the trim, sturdy little craft fairly leapt into the fray and then settled down beautifully for the 20-lap grind around the two-mile course. Its nearest competitor and steadily maintained this until the end of the heat, and without being pushed to any extent carried away the honors of the day in splendid style.

"Nine Ninety Nine", with the same sure, confident air of the first day, and letting out a trifle more went in to the second heat of the race with a new burst of speed, lapped its near-

est competitor three times and easily held that lead to the end of the forty-mile grind, winning the championship and the McAllister Hotel Trophy, a magnificent silver cup standing 29 inches high on its base of ebony.

"Nine Ninety Nine" arrived home a day or two ago—at the Ford Engineering Laboratory out at Dearborn, Mich., where it will remain until the big classics later in the year, flashing its silvered letters on the sides, seemed rather familiar and perhaps a bit significant.

Many will remember the name. Not a score of years ago, when Henry Ford was pioneering in the automobile business he developed a

racing car, christened it "999" and drove it to victory in races all over the country. It was with "999" that he first broke the mile-a-minute record.

### Dodge Brothers Excel All Past Output Records

#### Number Of Cars Delivered To Customers In Excess Of Any Similar Previous Record

Since December 1st, Dodge Brothers dealers have consistently broken all previous records for delivery of cars to customers. Materially increased factory capacity and an unusual demand for their new line of cars has made this performance possible.

In December, January and February retail deliveries to customers were 32% in excess of any similar quarter in the history of the business. Following this, retail deliveries for the first two weeks in March have been over 4,000 each week, which is the first time this figure has been reached so early in the year. Each week's deliveries establishes a new high record.

Factory production in December, January and February totaled 54,521, 25% greater than that of the same months of last year, which was Dodge Brothers peak for these months. Daily production in March is averaging virtually nine hundred cars per day.

Dodge Brothers are able to compile accurate sales information because of the co-operation of their dealers throughout the entire United States and Canada who send in a weekly report of all retail deliveries made to customers. Through these reports each dealer territory is able to determine exactly the number of cars actually consumed by the public, as they believe this to be the only true indication of sales conditions.

The constantly climbing delivery records coupled with increasing production lead Dodge Brothers to believe that the first six months of 1924 will total by far the greatest six months in the history of their business.

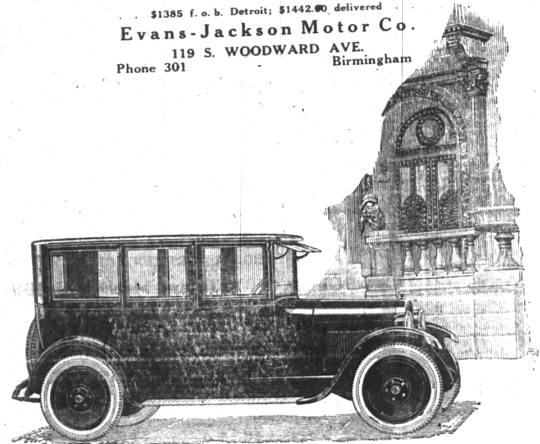
Telephone your Classified Ads to The Eccentric before Wednesday noon of each week. The number is 11 or 12. adv307

## DODGE BROTHERS TYPE-A SEDAN

Aristocrat of a sturdy line, the Type-A Sedan represents the finest craftsmanship of an organization perfectly equipped for quality production.

Recent improvements give it a degree of elegance and riding ease that might be expected only from Dodge Brothers in a car so moderately priced.

\$1385 f. o. b. Detroit; \$1442.00 delivered  
**Evens-Jackson Motor Co.**  
 119 S. WOODWARD AVE.  
 Phone 301 Birmingham



## \$200 to \$400 Saved

On This Light-Six Touring Car  
 By our matchless facilities—our enormous production

**H**ERE is a car priced at \$1,045. Built by ordinary methods it would cost you from \$200 to \$400 more.

It is in scores of ways the leader of its class. No rival car compares in the value that it offers. Let us tell you how we give that value, then urge you to see this car.

### A sensation

Studebaker is today the world's largest builder of quality cars. Studebaker success is the sensation of Motordom.

Sales have almost trebled in three years. Last year, 145,167 people said, "\$201,000,000 for Studebaker cars."

There are tremendous reasons for this rush to Studebaker cars. And every man who buys a car should know them.

### 72-year traditions

The Studebaker name has for 72 years stood for quality and class. To build an ordinary car under that name is unthinkable.

Our assets are \$90,000,000—all at stake on serving you better than all others.

We have \$50,000,000 in model plants, equipped with 12,500 up-to-date machines. We have 23,000 workers, under profit-sharing plans which lead them to stay and develop.

We spend an engineering \$500,000 yearly. We employ 1,200 men to give 32,000 inspections to each Studebaker car in the making.

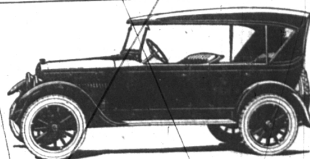
### We are lavish

We are lavish in things that count.

We pay 15% bonus on some steels to get them exactly right. We use genuine leather in our cushions. We use curled hair.

We use more Timken bearings in this Light-Six than any competitive car within \$1,500 of its price.

Our bodies are beautiful creations. The finish and coach work show the final touch. But we build them in \$10,000,000 body plants of our own, and pay for these extras in savings.



### Studebaker Light-Six Touring Car—\$1,045

Same steels as we use in the costliest cars we build. More Timken bearings than in any competitive car within \$1,500 of this price.

Genuine leather cushions, ten inches deep. Curled hair filling. All-steel body.

One-piece, rain-proof windshield. Attractive cowl lights. Standard non-skid cord tires.

Transmission and ignition locks. Perfect motor balance. Curtains that open with the doors.

By far the greatest value in this class.

Mail coupon for book about it

We machine all surfaces of our crankshafts and connecting rods, as was done in the Liberty Airplane motors. No other maker of cars at our prices does this. The result is that perfect motor balance, lack of vibration and long life.

### Where we save

We save by enormous production—150,000 cars per year. Our major costs are all divided by that enormous output. It is utterly impossible for smaller makers to compete.

We save by modern plants, mostly built in the past five years. We have up-to-date machines. By building our own parts and bodies.

### See what this car offers

Come see what this Light-Six offers. How it excels in scores of ways any rival car.

Built with the same steels, the same care and skill, as the costliest of our cars. We have only one grade of chassis.

See its beauty, its comfort, its luxury. See how we have studied your every desire.

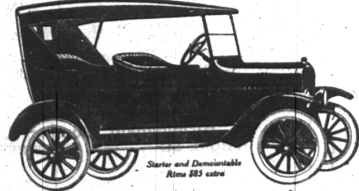
Do that and you will choose this car, if you have in mind a price anywhere near this.

### Send for the book

Mail us the coupon below. We will send you free our new book that will inform you on five simple things which reveal the value of a car. For instance—

It will enable you to look at any car and tell whether it's been cheapened to meet a price or offers true quality.

It will tell you why some cars rattle at 20,000 miles and others don't. It shows one single point in a closed car which measures whether you're getting top or medium quality. The book is free. Clip the coupon below.



\$295 F.O.B. DETROIT

## An Exceptional Value!

It requires no technical knowledge of automobiles to appreciate the outstanding value of the Ford Touring Car.

Not only is it the lowest priced five-passenger car on the market, but it is also a car that costs little to operate, little to keep in condition and has an unusually high resale value after years of service.

All Ford Cars are sold on convenient deferred terms, or may be purchased under the Ford Weekly Purchase Plan.

**Ford Motor Company**  
 Detroit, Michigan

CONANT & OSBORNE, South Woodward Ave.  
 PHONE 18 Birmingham, Mich.



### BIG-SIX

7-Passenger 126-in. W. B. 60 H. P.	\$1750
Touring	1835
Speedster (5-Pass.)	2495
Coupe (5-Pass.)	2655
Sedan	2655

### LIGHT-SIX

5-Passenger 112-in. W. B. 40 H. P.	\$1045
Touring	1025
Roadster (2-Pass.)	1195
Coupe (5-Pass.)	1395
Sedan	1485

### SPECIAL-SIX

5-Passenger 119-in. W. B. 50 H. P.	\$1425
Touring	1400
Roadster (2-Pass.)	1895
Coupe (5-Pass.)	1995
Sedan	1995

All prices f. o. b. factory. Terms to meet your convenience

**WURSTER - STAPLETON, Local Dealers**

Sales Room—129 WEST MAPLE

PHONE 674

Service Garage—Pierce and Lincoln

### MAIL FOR BOOK

Studebaker, South Bend, Indiana  
 Please mail me your book "Why You Cannot Judge Value by Price."