

AUTOMOBILES

FORD SAVES MILLIONS OF FEET OF LUMBER BY NEW SAWING METHOD

Save 30 to 50% Of Wood Used In Automobile Bodies

By methods new to large scale lumbering and woodworking the Ford Motor Car Company has installed a new wood sawing system which has demonstrated savings of from 35 to 50% in the cutting of fine, hard wood for automobile body parts by sawing them direct from unedged planks as they come from the log. This is an achievement in wood conservation as important as the gener-

ally on a production basis at the saw mills and woodworking plants of the Ford Motor Company at Iron Mountain, LaSalle and River Rouge. In the past body parts have been made out of kiln dried boards, which were sawn to uniform size and grade. Much of the youngest and best wood was wasted in this process, and in irregularly shaped the scrap often exceeded the merchantable timber obtained.

The Ford system is absurdly simple. Planks with the bark left on are cut from the log in parallel planes varying according to the shape of the log. These are sent to "lay-out tables" where patterns for various

parts are marked out until the plank is completely covered with patterns right up to the bark. Any irregularities, such as the swell at the butt, are taken advantage of in laying out curved or irregular parts. Instead of trimming off a large piece to avoid a knot or check, the layout men simply go around it. This method permits the utilization of nearly all the wood, the scrap being extremely small. The various parts are then cut out with a high speed band saw.

Under conventional methods the proportion of board feet in body parts by actual measurement to the wood content of the entire tree is distressingly low. One-third of the tree (the limbs and top) is wasted

before the log gets to the mill. Only 55 to 60% of the log is actually converted into body parts. A sample tree was cut up into body parts under the new method and the results compared with the amount of parts which the old method of edging and sawing would have given. The results were so startling that the system was put into effect at the various Ford plants as soon as possible.

BEST WEEK FOR DODGE BROTHERS

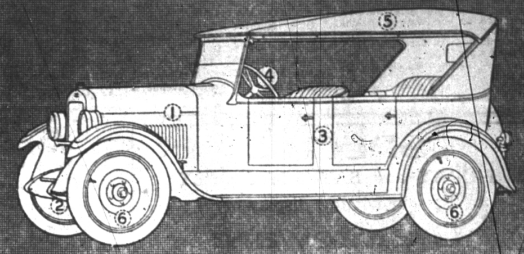
DELIVERIES TO BUYERS EXCEEDED ALL RECORDS; FIRST QUARTER OF 1924 ALSO SETS NEW MARK

Dodge Brothers have again established a new record for retail deliveries. During the week ending April 5th, 5,694 cars were placed in the hands of buyers by Dodge Brothers dealers. This exceeded the best previous week's deliveries by more than 100 cars. The former record was made the week of May 7th, 1923.

In making these figures public, Dodge Brothers emphasize the fact that they represent actual retail deliveries to users, not factory production. They have an accurate system which gives them a weekly check on the exact number of cars in transit, in dealer's stock and weekly deliveries to users. Deliveries to users, they point out, rather than production, is the real basis for judging business conditions.

Not only was the week of April 5th a record breaker, according to the factory's official figures, but the entire period dating from December 1, 1923, when the production of the present new types of Dodge Brothers cars began reaching large proportions, shows a tremendous gain in retail deliveries over the corresponding period of the previous year. The first quarter of the 1924, in fact, was 21 per cent greater than the first quarter of 1923. Every week of this quarter was far ahead of the corresponding week of the year before.

Despite the great increase in production which makes the value in possible—Dodge Brothers are now building close to 1,000 cars a day—the stock of cars available to customers, is lower than ever before during any corresponding period since Dodge Brothers attained a real volume production.



Check these advanced features of the True Blue Oakland

- 1 Its six-cylinder, L-head motor is a marvel of smoothness, power and economy. Over two years of the severest tests have proved the soundness of its advanced design.
- 2 Four-wheel brakes! Oakland is the only six, at its price, that offers the complete safety of brakes on all wheels!
- 3 Note particularly Oakland's individual finish. It's an entirely new substance—DUCO—which cannot fade nor check.
- 4 Observe how convenient it is to drive! Controls are mounted on the steering wheel, horn, ignition switch, choke, light-dimming lever and throttle are always at your finger tip.
- 5 The top is permanent—exclusive with Oakland at its price! Curtains fit snugly. A special Glass Enclosure \$60 additional transforms the touring car into a comfortable closed model.
- 6 Five disc wheels are standard equipment! So are good tires! Where—at a price so low you can equal this remarkable car!

BLOOMFIELD OAKLAND SALES AND SERVICE
119 N. WOODWARD PHONE 550 Birmingham

Roadster . . . \$ 905	Sedan . . . \$1045
Sport Roadster . . . 1095	Glass Enclosure—
Sport Touring . . . 1205	Touring body, Road-
Business Coupe . . . 1165	ster seat, All prices
Coupe for Four . . . 1395	C. & B. factory.

True Blue Touring Car **Oakland** **\$905**

PRODUCT OF GENERAL MOTORS

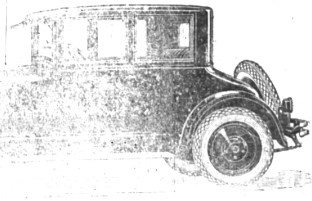
DODGE BROTHERS SPECIAL 4-PASSENGER COUPE

To see this car is to commend its beauty. It stands out strikingly, both in the symmetry of its design and in the excellent good taste and smartness of its equipment.

In the final analysis, however, the most popular feature will unquestionably prove to be its exceptional riding ease.

The seats, the new spring suspension and Dodge Brothers special 6-ply balloon-type tires unite in achieving an altogether new efficiency in protecting passengers from the ruts and jolts of the road.

Evans-Jackson Motor Co.
119 S. WOODWARD AVE.
Phone 301 Birmingham



The Truth

About this Light-Six—plus proof on proof

THIS Studebaker Light-Six is the supreme value in the "thousand-dollar" class. It offers, not a few, but scores of advantages. In its chassis it represents the best that modern engineering knows. In its steels and quality of construction it is identical with the costliest cars we build.

This is to offer you proofs. Then urge that you see it before paying \$1,000 or more for a car.

Some evidence

The extra values which this car offers, plus late made Studebaker the largest builder of quality cars.

They have made these cars a sensation. Sales have almost trebled in three years. Last year 215,167 people paid \$201,000,000 for Studebaker cars.

The multiplying demand has forced an investment of \$50,000,000 in model plants and equipment. Of this, \$38,000,000 has been spent in the past five years, so the plants are up-to-date.

The engineering department which designs this Light-Six costs \$500,000 per year.

The machines which build it are modern and exact. 517 operations on this car are exact to 1/1000th of an inch. 122 operations are exact to one-half 1/1000th of an inch.

1,200 inspectors are employed to submit each car in the making to 32,000 inspections.

Infinitesimal care

The steels are selected from 35 formulas, each one proved best by

years of test for its purpose. On some we pay the makers 15% premium to get them exactly right.

The crankshafts are machined on all surfaces, as was done in the Liberty Airplane Motors. This is a cost to us of \$600,000 yearly.

It has more Timken bearings than any other competitive car within \$1,500 of its price.

cars in this class called in auditors to compare the operating costs. They made comparison on 329 cars, running up to 25,000 miles.

It was found that this Studebaker Light-Six cost for operation 11.4% less than the average of its rivals. This figure included depreciation. That meant \$207.50 saved on 25,000 miles. All because of this quality construction.

What it saves you

We build 150,000 cars yearly. All such major costs as engineering, dies, overhead, etc., are divided by 150,000.

We build in model plants, with modern machinery, which have immensely reduced the manufacturing costs.

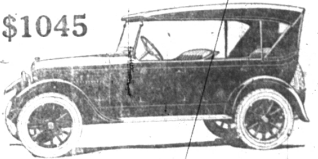
A car like this built under ordinary conditions, would cost you from \$200 to \$400 more.

Learn, for your own sake, what that means to you.

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 cheaply constructed.

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.



\$1045 Studebaker Light-Six Scores of extra values

Built by the leader in the fine-car class. One of the cars for which people last year paid \$201,000,000.

Built in a model \$50,000,000 plant, producing 150,000 cars yearly. And saving you by quantity production from \$200 to \$400.

Built of the same steels, with the same care, as the costliest cars we make.

The car that saved 11.4% in operating cost under rivals. The car with 14 Timken bearings.

Mail coupon for book about it

The equipment is unusual. The cushions are of genuine leather, and are ten inches deep.

Every part and detail accords with Studebaker traditions. And the name Studebaker has for 72 years stood for quality and class.

Mark this result

Some men who operate fleets of

To Dealers and Customers:—

While we all realize that unfair methods employed by any company or individual will act as a boomerang and eventually retard prosperity of the originator, we feel called upon at this time to state that reports being circulated to the effect that the Buick Company has been sued by one of its competitors for patent infringements is absolutely untrue and without foundation in any way, shape or manner.

As long as the buying public continues to appreciate our present design, as it certainly seems to, there is no intention on the part of this company to make any radical changes.

We feel that you are entitled to the above information as a contradiction to propaganda being circulated by competitors who desire to retard our sales. You can emphatically state that such reports are absolutely without any foundation whatsoever.

Very truly yours,
H. H. Bassett,
President and General Manager.

HHB-o

J. E. VALENTINE
LOCAL DISTRIBUTOR
117 WORTH STREET Birmingham, Mich.

LIGHT-SIX	
5-Passenger 112-in. W.B. 40 H.P.	\$1045
Touring	1025
Roadster (3-Pass.)	1195
Coupe-Roadster (2-Pass.)	1295
Coupe (5-Pass.)	1485
Sedan	1485

SPECIAL-SIX	
5-Passenger 119-in. W.B. 50 H.P.	\$1425
Touring	1400
Roadster (2-Pass.)	1895
Coupe (5-Pass.)	1985
Sedan	1985

BIG-SIX	
7-Passenger 126-in. W.B. 60 H.P.	\$1750
Touring	1825
Speedster (5-Pass.)	2465
Coupe (5-Pass.)	2655
Sedan	2655

(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 Can't Judge Value by Price."