



Suits made to order - \$27.00 to \$55.00

### A Better Cleaner

Our 20 years' experience gives you the best in Cleaning, Repairing and Pressing that can be obtained. We call and deliver.

## A. B. C.

CLEANERS - TAILORS  
LAUNDRY - PHONE 312  
412 S. Woodward Ave.

Shirts made to order - \$2.50 to \$9.00

### LONG NON-STOP FLORIDA RECORD BY STUDEBAKER

Light Six, Already Driven 75,000 Miles, Rolls Up New Record in 7-Day Run

A remarkable seven-day, 168-hour, non-stop run of 3,101 miles, just completed in Tampa, Florida, by a Studebaker Light-Six touring car, is causing widespread comment among motorists in that vicinity.

Eighteen drivers handled the car during the run. Taking out the time required for changing drivers, the Light-Six actually covered the 3,101 miles in 147 hours. Gasoline consumption averaged 21 miles a gallon and more than 300 miles per quart of oil were obtained.

Running continuously day in and day out, and forced to idle down constantly in congested traffic, the car's radiator thrived for only one additional teaspoon of water.

The original owner, Monroe Lazarus of the Tampa Daily Times, drove the Studebaker for 15 months on daily express schedule over his newspaper route, for 68,000 miles. He averaged 240 miles a month in the fifteen months. His records show an average of 20 miles per gallon of gas; eight tires were in service for 44,000 miles, and his total cost of operation, including every expense, was less than five cents a mile.

After 68,000 miles on this grueling road work, the Studebaker was taken in by the Peninsular Motors Corporation, Tampa, who ran it 7,000 miles, making a total of 75,000 miles the car had been run. Then, without tuning up, the traded-in Studebaker was started off on the record-breaking run.

No adjustments were necessary during the test. The motor and car were in excellent running condition at the termination of the non-stop flight. This record, it is said, has never before been approached in the South.

### Oakland Official Sees Brisk Sales

"We expect brisk, quick buying from now on," says C. J. Nephler, general sales manager of the Oakland Motor Co., who has returned from a three week's trip over western areas of the country with President George H. Hannum. "The unseasonable weather in March, which was more nation-wide than in years, is the only outstanding factor, which prevented sales from reaching their expected quota. Business conditions are sound fundamentally and we encountered not a single permanent factor that would decrease motor sales as much as last year. We found 14 inches of snow in Minneapolis. This condition has been pretty general throughout the country."

"Car dealers made tremendously large sales in January and February, many of them for delivery in March. The unseasonable March weather prevented delivery in March and also stopped a considerable number of sales in this month."

"No branch or distributor in the widely scattered territory complained of lack of business—their whole story

was their inability to deliver cars until the weather warmed up. The lumber industry of the northwest has been good; the varied crops and industries on the Pacific coast are good; Texas is optimistic over the prospects of a good cotton crop; sales in Florida have been good during the entire winter, the chief selling season in that section."

### HAVE A SALE

We don't have to tell the women folks of Birmingham and vicinity that house-cleaning time is just around the corner, and the men folks won't thank us for reminding them of the fact. Yet when we have a suggestion we feel will benefit the fair sex we are willing to take chances on calling down the wrath of the men.

The suggestion is a simple one, for simple suggestions are the best ones, after all. And it is that when you start in to do this spring's house-cleaning you "have a sale." We don't mean a public auction when the house and premises are overrun with people, many of whom are merely hunting something for nothing. Possibly you own or have a new sewing machine, phonograph, piano, a living room carpet or rug—maybe you've a dozen or more articles that are too good to throw away, that are still serviceable, and advertise these things in your home-town paper. We are going directly into the homes of your neighbors and we feel sure there are some of them wanting the very things you are anxious to get rid of; they are willing to pay something for those things, but they don't know what you want to sell. So why not, at a cost of a few cents for a little advertising "have a sale" and at the same time you are getting rid of the things you don't want. Help your neighbor by furnishing him with something he would be glad to get and pay for.

Write out a list of what you would like to sell, a brief description of the articles, if you wish, and advertise these things in your home-town paper. We are going directly into the homes of your neighbors and we feel sure there are some of them wanting the very things you are anxious to get rid of; they are willing to pay something for those things, but they don't know what you want to sell. So why not, at a cost of a few cents for a little advertising "have a sale" and at the same time you are getting rid of the things you don't want. Help your neighbor by furnishing him with something he would be glad to get and pay for.

Bring in your "ad" to The Eccentric or use the telephone; our numbers are 11 and 12.

Cabinet work, Window and Door Screens made to order. The Field Furniture Shop, 127 W. Maple, advt

## Make Sure of Early Delivery

Spring with its rush of Fordson orders will soon be here. To be sure of getting delivery in time, order now.

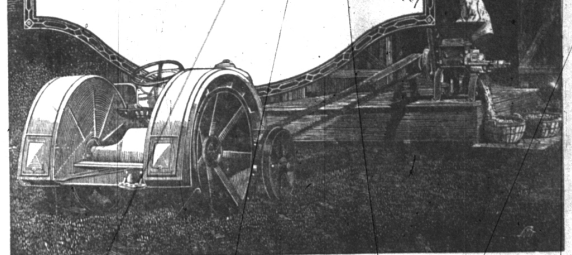
The demand for Fordsons is increasing every day, and you may be disappointed if you wait too long.

By placing your order early you will be sure of getting your Fordson in time for the preliminary work which will put it in the best condition for the heavier work of spring.

Talk with us about a tractor at once.

CONANT & OSBORNE, South Woodward Ave. PHONE 16 Birmingham, Mich.

# Fordson



## 5 Passenger Sedan Now \$1695

f.o.b. Toledo

Now you can afford to make that dream a reality! To own and drive this luxurious sedan, powered by the same type of engine used in Europe's finest cars. Silently gliding sleeve valves instead of hammering cams and clicking poppet valves. An engine that improves with use! An all-season car you'll want to drive season after season. For no Willys-Knight engine has ever been known to wear out.

# WILLYS-KNIGHT

BOUGHNER BROS. GARAGE  
Local Distributors  
PHONE 70 Birmingham, Mich.

## Your Next Car

Will be this Light-Six, if you learn the truth

WHEN you buy a car in the "thousand-dollar" class, here are some things you should know.

We made a canvass of men who bought rival cars in this class. And we found that 96 in each 100 bought without knowing these facts.

So, for your sake and our sake, we want to present them to you.

Save \$200 to \$400

Studebaker builds 150,000 fine cars yearly. It builds 100,000 factories, modernly equipped. It has spent \$38,000,000 in the past five years on new-day plants and equipment.

By quantity and up-to-date methods it saves large sums per car. A car like this Light-Six, built under ordinary conditions, would cost \$200 to \$400 more.

### 11.4% less to run

This supreme quality means lower operating cost. Owners of fleets of cars in this class made audited records to prove this.

They compared 329 cars, running up to 25,000 miles each. And they found that the Studebaker Light-Six cost 11.4% less to operate than the average of its rivals. This includes depreciation. The saving was nearly one cent per mile.

### The reasons are these

The Studebaker Light-Six, in its chassis, represents the best we know. In steel and in workmanship it is identical with the costliest cars we build.

It is designed and superintended by an engineering department which costs us \$500,000 yearly.

Each steel formula has been proved the best for its purpose by years of tests. On some we pay 15% premium to makers to get them exactly right.

Each car in the building gets 32,000 tests and inspections.

The crankshafts are machined on

inch. And 122 are exact to one-half that.

Genuine leather cushions, ten inches deep, Unusual equipment. Scores of extra values.

### Made by the leaders

This is one of the cars which has made Studebaker the leader in quality cars. Our sales have almost trebled in three years. The trend toward Studebakers has become a sensation.

Last year 145,167 people paid \$201,000,000 for Studebaker cars.

Back of this car is an honored name, which for 72 years has stood for high ideals.

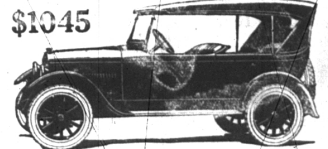
Behind it are \$90,000,000 of assets, staked on pleasing you better than others.

Before you pay \$1,000 or more for a car, these are facts you should know and compare. You owe that to yourself.

### 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 rate 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.



## 11.4% Less to Run

The Studebaker Light-Six Touring

Read the proof at the side. Built by the leading fine-car maker, for whose cars last year people paid \$201,000,000.

Each car, in the building, receives 32,000 tests and inspections.

Scores of extra values, due to quantity production in a model \$50,000.00 plant.

Built by a maker whose name for 72 years has stood for quality and class.

Built of the finest steels used in motor car building—the same as we use in our 'Big Six'

all surfaces, as was done in the Liberty Airplane Motors. This extra care costs us \$900,000 yearly, but it means perfect balance in the motor.

More Timken bearings are used in this car than in any competitive car within \$1,300 of its price.

There are 517 operations in making this car exact to 1/1000th of an

# Business is Good

Dodge Brothers established a record week for cars delivered retail (actually to customers) April 5th, in a total of 5694! The following week, ending April 12th, this record was exceeded by 410—a new record of 6104! Please note that these are not factory production figures or deliveries to dealers, but cars actually placed in the hands of purchasers.

## Sales Figures Prove Super-Value of Dodge Brothers Motor Cars

The heavy demand for Dodge Brothers cars and their increasing popularity among all classes of users is the best possible proof of the unusual dollar-value of these cars. Never has genuine quality sold at such reasonable prices as in the present models of Dodge Brothers cars and the public is wide-awake to this fact.

We urge the wisdom of your placing your order at once if you contemplate the purchase of a Dodge Brothers car this spring, in order to avoid delay in delivery.

# Evans-Jackson Motor Co.

119 S. WOODWARD AVE.  
Birmingham  
Phone 301

LIGHT-SIX	
5-Pass. 112" W.B. 40 H.P.	
Touring	\$1045.00
Roadster (3-Pass.)	1025.00
Coupe-Roadster (2-Pass.)	1195.00
Coupe (3-Pass.)	1395.00
Sedan	1485.00

SPECIAL-SIX	
5-Pass. 119" W.B. 50 H.P.	
Touring	\$1425.00
Roadster (2-Pass.)	1400.00
Coupe (5-Pass.)	1995.00
Sedan	1985.00

BIG-SIX	
7-Pass. 126" W.B. 60 H.P.	
Touring	\$1790.00
Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	2495.00
Sedan	2685.00

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

WURSTER - STAPLETON, Local Dealers  
Sales Room—129 WEST MAPLE  
Service Garage—Pierce and Lincoln  
PHONE 674

### MAIL FOR BOOK

STUDEBAKER, South Bend, Ind.  
Please mail me your book, "Why You Can't Judge Value by Price."