



## The Blue Day

**B**EFORE the coming of the Electric Washer, one day in the week was dark and dreary, no matter what the weather. Home routine was disorganized, dinner was a joke, the good housewife was fagged out, everybody uncomfortable.

Today the family washing is done quickly, easily, pleasantly. It is no longer a labor; it's a mere incident.

Come in and let us show you the workings of this great labor and time saving appliance. It costs but a few cents to operate; and you can buy it on very easy terms.

The Detroit Edison Co.

We'll Be Glad To Assist You in "Good Printing."

## SEE THE NEW SPECIAL Dodge Brothers Sedan

A BEAUTIFUL, distinctive closed car with the famous Dodge Brothers features of dependability, economy and unusual dollar-value, plus a complete equipment that enhances its comfort, convenience and striking appearance.

Extra features of the Special Sedan are:

- Balloon Tires (including spare)
- Nickel-plated Radiator
- Locking Motometer
- Automatic Windshield Wiper
- Double Bar Bumpers

- Dome Parking Lights
- Rear Vision Mirror
- Aluminum Step Plates
- Special Stripping

These extras all available also on Touring, Roadster and Four-Passenger Coupe Models at very moderate increases over the regular prices. Be sure to see these exceptional values before purchasing a new car.

Evans-Jackson Motor Co.

119 S. Woodward Ave.  
Birmingham

Phone 301  
Michigan

### FORD PROPHESED RISE OF LIGHT CAR

How clearly Henry Ford saw the future of the automobile and how he prophesied it, is shown in an article written by him in February, 1910, and published in a Detroit newspaper.

In 1909, as the article states, 2,000,000 horse-drawn vehicles were sold against 80,000 automobiles. How the prophesied revival came appears in figures for last year which show the sale of approximately 4,000,000 motor cars during 1923 as compared with 100,000 horse-drawn vehicles.

The article follows: "The automobiles of the past attained success in spite of its price, because there were more than enough purchasers to be found to take the limited output of the then new industry. Proportionately few could buy, but those few could keep all the manufacturers busy, and the price therefore had no bearing on sales.

"The automobile of the present is making good because the price has been reduced just enough to add sufficient new purchasers to take care of the increased output. Supply and demand, not cost, has regulated the selling price of automobiles. The car of a few years ago—the natural result of experience. The price is lower, just enough lower to add sufficient possible purchasers to buy the increased output.

"The automobile of the future must be enough better than the present car to begot confidence in the

man of limited means and enough lower in price to insure sales for the enormously increased output.

"The car of the future must be the car for the people; the car that any man can own, who can afford a horse and carriage; and mark my words, that car is coming sooner than most people expect.

"In the low-priced car dwells the future success of the automobile. Comparatively few persons can afford even a \$1,000 car. A limited number of factories can easily supply all the demand for high-priced cars, but the market for a low priced car is unlimited. More than 2,000,000 horse-drawn vehicles were sold by American factories in 1909. When you substitute in motor-driven vehicle for each of these two million wagons and carriages, you get an idea of the automobile of the future.

"The low-priced car will not be a makeshift, an automobile by courtesy, a machine built for a price. It is harder to sell to a man who can only afford a low-priced car than to the man whose money comes more easily. Not only must the successful car of the future be low priced, but it must present at least equal value with the present high-priced cars.

"The low-priced car should actually be better than the car at a higher price, for more is expected of it. The man who can afford the high-priced car can afford a man to keep it in order, while the man who has to buy a low-priced car, if any, has to look after it himself, whether or not he has any mechanical ability. Likewise, when he buys, he buys for business use and pleasure too. That condition prevails today. The low-priced car must be better built than the highest priced product because it receives harder use. The successful low-priced car of today is successful because it stands harder usage than is accorded to \$5,000 creations.

"Equally important with low cost as a qualification of the car of the future is low cost of upkeep. The weekly expense of an automobile will be more important to the man whose income is \$100 a month than will the cost price. The one he has saved by easy stages, the other must be taken out of his earnings. Gasoline bills, repair bills, tire bills must be low. They should be as low as the expense bills for a horse and carriage. This low maintenance account can result only from light weight.

"So the car of the future will be light as well as low priced. This means the substitution of quality for quantity even to the use of materials

not yet discovered." It is notable, also, in connection with the foregoing prophecy by Mr. Ford, that during last year 1923 Ford cars and trucks were produced, fulfilling the statement made in 1910 that the light, low-priced car would enjoy the greatest popularity.

### FAMOUS ARGENTINE RACE TO STUDEBAKER FOR THE THIRD TIME

Pushing ahead of a field of twenty-five American and European contestants, a Studebaker Special-Six won, for the third consecutive year, the spectacular Gran Premio of Argentine, South America's foremost racing event.

Sr. Marina de la Fuente drove the Studebaker to victory over a course twice the distance of former years and along roads in so hazardous condition that only thirteen of the twenty-five entries finished the complete distance.

Distance Was Doubled De la Fuente has driven in a number of previous Gran Premios, but this was his first year behind the wheel of a Studebaker. In the 1922 race he was beaten out for first place by a Special-Six and last year again finished unsuccessful. So he concluded that this year he would test his lot with Studebaker.

Third and fourth prizes went to Giannini and Ferreyra, respectively, both of whom also drove Studebaker Special-Sixes, making a total of three places won by Studebaker in this year's race.

Studebaker's winning time was 24 hours and 45 minutes over a treacherous course of 1,920 kilometers (about 950 miles). The race last year was 750 kilometers (465 miles). The racers started from Buenos Aires and made their way to Rosario, thence to Cordoba, and returned by the same route to Buenos Aires.

The Gran Premio is held annually under the auspices of the Argentine Automobile Club. The hard service to which cars are subjected in this grind is greater than many months of ordinary driving.

So gruelling was the race this year that nearly half the entries were compelled to drop out, due to mechanical difficulties brought about by the road conditions over which the race was run. The famous Gran Premio is more than a test for speed. South American motorists consider it a means of gauging motor car endurance.

Wins For Third Time The fact that a Studebaker, for the third time, won this speedfight against some of the most experienced European and American makes was commented on by the judges. In 1922 the race was won by

Antonio Ovades in a Studebaker. William T. Burke's Special-Six was the first car ever to line last year. The Studebaker victory here comes on the heels of similar achievements in South Africa, the Syrian Desert, Australia and Florida.

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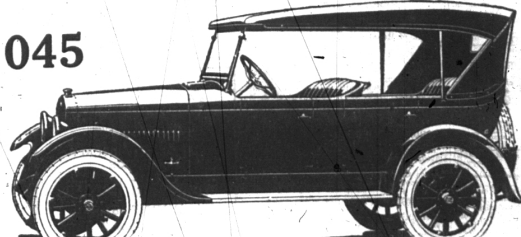
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### STUDEBAKER LIGHT-SIX TOURING CAR

\$1045



## Mark This Example of what Studebaker alone can do

STUDEBAKER is the world's largest maker of quality cars. Our assets are \$90,000,000. We have \$50,000,000 in model plants. Our sales have almost tripled in three years, because of our matchless value. Last year, 145,167 people paid \$201,000,000 for Studebaker cars.

#### Come and learn why

Come and see, before you buy a car, the reasons for this success. See this Light-Six Touring Car, for instance.

Built of the finest steels. Of the very same steels we use in the costliest of our cars. On some we pay makers 15% premium to get just the quality specified.

Built under an engineering department which costs us \$300,000 yearly.

Each car subjected in the building to 32,000 separate inspections. Same steels, same workmanship as in the costliest Studebaker models.

#### Two great features

There are many features in this Light-Six found in no rival car. But we want to mention two in particular.

The motor is perfectly balanced. That means long life and freedom from vibration.

The reason is this: We machine all surfaces of our crankshafts and connecting rods by 61 operations. Just as was done in Liberty Airplane

#### How It Excels

Steels are identical with the steels in the costliest car we make. More Timken bearings than in any competitive car within \$1,500 of its price.

Genuine leather cushions, 10 inches deep. Curled hair filling. All-steel body.

One-piece windshield-rainproof. Attractive cowllights.

Quick-action cowllights. Non-skid cord tires.

Transmission and ignition locks. Perfect motor balance.

The supreme car of its class. Send coupon for book about it.

Motors. This is done in no other car at our price. Then we use more Timken bearings in this car than are used in any competitive car within \$1,500 of our price. And Timken bearings take up wear as no other bearings do.

#### Why this price?

This Light-Six Touring Car is priced at \$1045. Built under ordinary conditions such a car would cost you from \$200 to \$400 more.

But we build 150,000 cars per year. We make our own parts. We build our own bodies in \$10,000,000 body plants. We have 12,500 up-to-date machines. Our major costs are divided by enormous output.

The result is a value no other makes even tries to match in a fine car of this size. Come see what it 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 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 simple point in your getting top or medium quality. The book is free. Call the coupon now.

LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Passenger 112-in. W.B.	40 H.P.	5-Passenger 119-in. W.B.	50 H.P.	7-Passenger 126-in. W.B.	60 H.P.
Touring	\$1045	Touring	\$1425	Touring	\$1835
Roadster (3-Pass.)	1025	Roadster (2-Pass.)	1400	Speedster (5-Pass.)	1835
Coupe-Roadster (2-Pass.)	1195	Coupe (5-Pass.)	1895	Coupe (4-Pass.)	2495
Coupe (3-Pass.)	1395	5-Pass. Sedan	1985	Sedan	2085
Sedan	1485				

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Please mail me your book, "Why You Cannot Judge Value by Price."

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## Order It Today!

The spring rush for Ford Touring Cars has started. Arrange to place your order at once so that you will not be obliged to wait for delivery.

Ford Motor Company, Detroit, Michigan

If you do not wish to pay cash for your car, you can arrange for a small payment down and easy terms on the balance. Or you can buy on the Ford Weekly Purchase Plan.

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