



Did you know that the True Blue Oakland is the lowest priced six having four-wheel brakes?

This is in line with Oakland's purpose to build at all times, the finest, most advanced light six.



Bloomfield-Oakland Sales and Service
119 N. WOODWARD AVE. Phone 550 - Birmingham

DODGE BROTHERS
MOTOR CAR

OVER ONE MILLION BUILT
—90% STILL IN SERVICE

Old dependability and long service with new beauty and new comfort in the latest models.

EVANS-JACKSON MOTOR CO.
119 SOUTH WOODWARD AVE.
Phone 301
Birmingham Michigan

Next Spring—

With over 200,000 orders for Ford Cars and Trucks already placed for delivery during the next few months, we are facing a record-breaking spring demand.

Each successive month this winter has witnessed a growth in sales far surpassing that of any previous winter season. This increase will be even greater during the spring months, always the heaviest buying period.

These facts suggest that you place your order early to avoid disappointment in delivery at the time desired.

Ford Motor Company
Detroit, Michigan

It is not necessary to pay cash for your car in order to have your name placed on the preferred delivery list. You can make a small payment down, or you can buy, if you wish, under the convenient terms of the Ford Weekly Purchase Plan.

See the Nearest Authorized Ford Dealer

From Everywhere, On Every Matter Folks Send In Idle Pitter-Patter

Washington, D. C., February 7, 1924.—The Federal Civil Service Commission is supposed to be omniscient. It receives inquiries from all parts of the country concerning matters not at all related to its work.

The latest is a request for information as to the "names of all the important advertising firms in the United States."

The Commission informed the inquirer, a woman in the Middle West, that if she intended to ask for a list of all the important firms in the United States that advertise, and if "firms" she meant mercantile establishments, it may be said that every important firm in the United States advertises; that if it did not advertise it probably would not be important. She was also told how she could obtain a list of advertising agencies.

When the buffalo nickel was first circulated, a letter came to the office of the Commission asking for the name of the members of the Supreme Court of the United States, and will you please send me one of the new buffalo nickels? The names of the Supreme Court members, of course, were given to the inquirer. She was informed that she could obtain one of the new nickels at her bank.

"If you cannot assign me to a Government position, please hand this letter to some kind, righteous, wealthy man or woman who is married, morally inclined and who would marry an honest poor man who has brains and character," wrote an applicant for examination. In this instance the Commission admits that it failed miserably.

From the down south came an inquiry concerning a matter that is very much the public price at this time. The writer of the letter said: "I am going for some information concerning this box of money. I would be glad to find out about it. This is my coal No. 1."

"Where is the National Museum?" "In what international revenue district is Providence?" "Can you tell me the congressional district that includes my home town?" In what Government office in Washington is Mary Jones (from Smithville, Illinois, working?) These are some of the questions which bombard the Commission every day.

A man in Virginia wrote stating that he had sent money to a certain advertiser for the purchase of his goods, but that after several months

"AIN'T WE GOT FUN?"
ASK THE MAN WHO OWNS ONE LIKE IT

"AIN'T WE GOT FUN?"
Most motorists are bloomin' fools. They trifle with the traffic rules.

I don't.
No man should try to get the drop on any seasoned traffic cop.

My fail to heed his sign to stop. I don't.
A man should never drive too fast. On brag about the cars he's passed.

I don't.
For "Safety First" should be his creed. There really isn't any need.

To drive a car at reckless speed. I don't.
He should not scare equestrians. Nor chase the poor pedestrians.

I don't.
In fact, I have no car to run. I'm shy the coin to purchase one.

You'd think I wouldn't have much fun. I DON'T!

of correspondence he has been unable to secure the goods. The Commission referred the letter to the National Vigilance Committee of the Associated Advertising Clubs of the World, which committee informed the Commission in due time that the complainant, through the effort of the committee, had received the goods and had reported them as being satisfactory.

The Civil Service Commission impresses upon its employees that the taxpayers of the country are their employers and that they are expected to serve them to the limit of their ability.

Local Folks Are Frisking About "Way Down South"

St. Petersburg, Fla., Proves Mecca For Birmingham And Nearby Residents

By John Lodwick

St. Petersburg, Fla., Feb. 5.—(Special).—Florida's warm sunshine, its recreations and social activities are attracting many additional thousands of winter visitors to the "Sunshine City" this season with the result that Chamber of Commerce officials have been forced to establish a housing and hotel information bureau to meet with the demands for accommodations. Every state in the union is represented by tourists and

OAKLAND SPORT TOURING

- A-1 Condition
- Priced Right for Quick Sale
- Special Oakland Payment Plan
- Used Car Accepted in Trade

Bloomfield Oakland Sales & Service
119 N. Woodward Ave. Phone 550
BIRMINGHAM, MICH.

They Paid \$200,000,000

for Studebaker cars last year

Find out why folks did it

LAST year 145,000 people paid over \$200,000,000 for Studebaker cars.

The demand for these cars has almost tripled in three years. It has become the sensation of Motordom.

There is a new situation in the fine-car field. You should learn what it means to you.

Studebaker had to lead in this field. This concern has led in its class for two generations. Any other place would be unthinking.

This is how we became the world's largest builders of cars.

\$200,000,000 assets Studebaker has, \$50,000,000 of assets. Of the \$50,000,000 invested in modern equipment.

We have spent \$32,000,000 for new plants and equipment during the last five years. So they are modern and efficient. They contain 12,500 up-to-date machines.

We have \$8,000,000 in drop forge plants, \$10,000,000 more in body plants. So we build complete cars without paying other makers profits.

We spend \$500,000 yearly on an engineering staff. There are 125 skilled men employed in our department of Research and Experiment. They make 500,000 tests per year.

We employ 1,200 inspectors. Each Studebaker car must pass 30,000 inspections during manu-

Then on some steels we pay makers a 15 per cent bonus to insure exactness in them.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in America.

The Light-Six more than any competitive car within \$1,000 of its price.

We use genuine leather upholstery.

We use Chase-Mohr hair for the closed car upholstery. Some good upholstery would cost \$100 less.

To curb vibration, we machine all surfaces of crank shafts, as was done in Liberty Airplane Motors. Very few cars do that.

How such prices?

How can we give such extra values—scores of them—yet sell at our low prices?

Because these values brought us buyers—145,000 last year. The major extra costs are divided by enormous output.

Let us show you the extras you get, because of these matchless facilities.

factory before it leaves the factory.

Those enormous facilities enabled us to produce the utmost in a car. And we had the will to do it.

No stinted costs

We never stint on costs. Every steel used is the best steel for its purpose, regardless of the price.

Learn Why 145,162 Bought Studebakers in 1923.

Studebakers hold the top place in the fine car field today.

In 1911, the public paid over \$80,000,000 for 39,356 Studebaker cars.

In 1920, the public paid over \$100,000,000 for 51,474 Studebaker cars, an increase of 31% over 1919.

In 1921, the public paid over \$120,000,000 for 60,643 Studebaker cars, an increase of 29% over 1920.

In 1922, the public paid over \$155,000,000 for 110,209 Studebaker cars, an increase of 66% over 1921.

In 1923, the public paid over \$200,000,000 for 145,162 Studebaker cars, an increase of 32% over 1922.

In 1924, business has opened with Studebaker as never before.

Learn why all these buyers preferred Studebakers.

factory before it leaves the factory.

Those enormous facilities enabled us to produce the utmost in a car. And we had the will to do it.

No stinted costs

We never stint on costs. Every steel used is the best steel for its purpose, regardless of the price.

LIGHT-SIX

5-Pass. 112 in. W. B. 40 H. P.

Touring	-	\$995.00
Roadster (2-Pass.)	-	975.00
Coupe-Roadster (2-Pass.)	-	1195.00
Coupe (5-Pass.)	-	1395.00
Sedan	-	1485.00

SPECIAL-SIX

5-Pass. 119 in. W. B. 50 H. P.

Touring	-	\$1350.00
Roadster (2-Pass.)	-	1325.00
Coupe (5-Pass.)	-	1895.00
Sedan	-	1985.00

BIG-SIX

7-Pass. 126 in. W. B. 60 H. P.

Touring	-	\$1750.00
Speedster (5-Pass.)	-	1835.00
Coupe (5-Pass.)	-	2495.00
Sedan	-	2685.00

1924 MODELS AND PRICES—f, a, b, Factory. Terms to meet your convenience

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

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES