



New Auto Garage

113 BROWNELL STREET

W. J. Thornton

I AM glad to announce that I have opened a general garage at 113 Brownell St., and will be at that place to welcome my old patrons and extend the same good service and courtesy to new ones.

W. J. THORNTON AUTO GARAGE

For quick service phone 27

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.

Birmingham Phone 301 Michigan

Have you ordered your Ford

Last year 350,000 buyers waited for delivery.

Insure yourself against delay this spring by placing your order for a Ford Car now.

See the Nearest
Authorized Ford Dealer

Ford Motor Company
Detroit, Michigan

BALLOON TIRES NOT EXPENSIVE

LOCAL DEALER SAYS NEW
TIRES CAN BE PUT ON
PRESENT RIMS

"There are a good many car owners who want balloon tires on their cars but hesitate to tackle a change-over because of the expense involved," says F. E. Sternal, local Good year dealer.

"And they were right in feeling that it was a pretty expensive proposition, by the time new wheels and new rims were substituted for the old, and the labor of having the work done was added in. But now, my customers can get balloon tires that will fit virtually all makes of cars without expensive wheel and rim changeovers," continued Mr. Sternal.

"The new interchangeable type Balloon tire is Good year's latest contribution to the development of the tire industry. Two new sizes is an important step forward in aiding the automobile owner who wants the easy riding qualities of the balloon tire to get this result without spending money for expensive mechanical adjustments. The interchangeable tires in other words eliminate the charge of say \$20.00 or more that it costs to get new wheels and rims.

"I can fit any car that has straight side rims with a Good year interchangeable Balloon tire with no wheel or rim change of expense whatever, and by a comparatively simple and expense rim change can fit any clincher tire cars with new balloons."

"Booklets showing car owners questions about Balloon tires covering points like inflation, sizes, clearance, and load are available on request," Mr. Sternal said.

RACE INTO YOSEMITE
W. J. J. B. E.

The 1924 Studebaker, for the fourth year in succession won the race to the first touring car to enter the Yosemite Valley and drive in at the ranger's checking station. The annual pilgrimage over the snow covered roads of the Sierras in order to appear first in the valley is a grueling grind and first place therefore is a highly coveted honor. No car has ever won the race four times before.

The winning passenger car was a stock Studebaker big-six, dispatched from the show rooms of the Chester N. Weaver Co., San Francisco. The car was piloted through the "thick going" of the Yosemite road by H. M. Gregory. He was welcomed at the park by Chief Ranger, F. S. Townsley.

The chief ranger thereupon issued the first touring car permit of the 1924 season to this Studebaker. The snow was heavier and the road conditions more difficult than in any previous year, according to Pilot Gregory. Another Studebaker, a light-six touring car, driven by Wm. J. Silva of Modesto, Calif., came in second in the "first into the park" run.

"It was mighty cold and the grades were steep," said Pilot Gregory, "but the big-six showed fine hill-climbing qualities and ran faultlessly through-out the strenuous race. Several times we had to back away and charge the snow like a battering ram. It was a great honor for Studebaker to win this mountain race for the fourth time."

VALUE OF AUTO DOLLAR
GREATER THAN IN 1913

The motor car is one of the very few commodities that can be purchased today for less than in 1913, before the war.

"This fact has never been brought home to the public, yet it explains in

great measure the sale of more than 4,000,000 vehicles in 1924, which is 50 per cent ahead of any preceding year," points out C. J. Hepler, general sales manager of the Oakland Motor Car Co.

"The striking fact of the low price of automobiles today has been brought out through figures supplied by the National Automobile Chamber of Commerce, which show that automobiles, tires and gasoline actually cost less today than before the war. Today you can purchase 111 cents worth of automobile, 101 cents worth of gasoline and 123 cents worth of tires with your 1913 dollar, despite the fact that you can get only 61 cents worth of general necessities.

"Today you can purchase 140 cents worth of (value) with the 1913 dollar, as the index shows. But then were 40 per cent higher in price than the greatly improved new Oakland. Further more, the current index of prices of vehicles and the cost of type in tires for the motor car in 1924 are even higher than in 1913.

"The fact that the car has not the problem of a 40 per cent increase in the cost of tires, but that the economies of 1924 have been realized, reducing prices on everything but the automobile, would respond to the exceptional value. That the public has actually done a matter of saving is a positive history.

Photo selections were beautifully rendered at a reception given during the past month at the Episcopal Methodist church, by Mrs. E. F. Peabody, Miller and Mrs. Katherine Mann of Birmingham. Both are students of Earl Porter School.

Norman Schlaack, a student at the University of Michigan, was the guest of his parents, Mr. and Mrs. Philip Schlaack of Birmingham, Sunday last.

FRUITFUL

Although they do not go to Florida each winter, many local people try to take part of Michigan with them as attested by the following letter:

St. Petersburg, Florida.
Birmingham Eccentric:
Thank you for sending the Eccentric to me. It comes each week and cheers the heart of your home-sick friend.
Mrs. E. F. Peabody.

Are We Extravagant?

Here are some costs on Studebaker cars—

Would you have us cut them down?

WE are lavish on Studebaker cars. For some features we pay three and four times what they cost.

Here are some of those costs which affect you. Tell us—would you want any one reduced?

Our prices on high-grade Sixes run from \$1025 to \$2685. They stand at bottom in the fine-car field, despite these extra costs. All because the demand requires 150,000 cars per year. But they could be lower if we cut these costs. Would you have us do it?

Engineering—\$500,000

Our engineering departments cost us \$500,000 yearly.

Our Department of Research and Experiment employs 125 skilled men. It spends vast sums in analyses and tests.

Our Bureau of Methods and Standards fixes every formula, every requirement. It makes 500,000 tests per year to maintain our high standards.

We make 30,000 inspections on every Studebaker car during manufacture before it goes out of the factory. We employ 1,200 men to do that.

Those are heavy costs. But remember how they are divided—by 150,000 cars per year. They form but a trifle per car.

\$50,000,000 in plants

We have invested \$50,000,000 in modern plants and equipment. \$8,000,000 in drop forge plants. \$10,000,000 in body plants—as the only way to do Studebaker coach work.

These plants are equipped with 12,500 up-to-date machines, many of them very expensive.

But consider the alternative. Profits to other makers. We save up to \$300 for you by building Studebaker bodies in our own body-plants.

15% extra on steel

On some steels we pay a bonus of 15% to the maker. Just to get our

formulas exact. We could save that extra on "commercial runs."

We are one of the very few builders, either in Europe or America, using crankshafts machined on all surfaces. It costs us \$600,000 a year to give you this. But it results in that smoothness of operation, that lack of vibration which characterizes only the most expensive cars.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$3,600 in America. The Light-Six more than any competitive car within \$1,500 of its price.

The many extras on our large closed cars would cost much if you bought them. The nickel-plated bumpers, the extra disc wheels and cord tires, the steel trunk, the courtesy light, motometer, etc.

Extras to our men

We pay the highest labor scale. Then we add extras to it.

Men who are with us five years or over get 10% of their year's wages in an anniversary check. Those anniversary checks last year cost us \$1,300,000.

After two years all employees get a week of vacation with pay. That cost us last year \$275,000.

Old employees who retire get pensions.

All this to keep men with us while they grow more and more efficient. To make them happy, so they do their best.

This is all paid by people who buy Studebaker cars. But we figure that each such dollar saves us five dollars. Don't you agree with us?

The utmost in car value

The object is to give you the utmost in car value. You will find we do that if you make comparisons. In any Studebaker model, you will find scores of ways in which it equals any rival car.

That is why, in the fine-car field, the Studebaker leads. The demand has almost trebled in the past three years. These cars have become the sensation of Motordom. On some of these models we have never yet been able to meet the demand.

We spend money lavishly. We build without regard to cost. But, in our quantity production, we still bring costs to bottom.

You should learn what these things mean to you before you buy a car.

Don't Buy a Fine Car until you see the leaders

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

Last year, 145,167 people chose them against all rivals. They paid \$201,000,000 for them.

For 72 years the Studebaker name has stood for the utmost in quality. It will never stand for less.

Today there are assets of \$90,000,000 staked on the Studebaker cars.

Don't pay \$1,000 or more for a car without knowing what Studebaker offers. You will find here some scores of advantages. Learn what they mean to you.

Other costly extras

Our bodies are finished with 18 operations, including 15 coats of paint and varnish.

We use real leather upholstery. We could cut the price of our open models \$25.00 were we willing to use imitation instead of genuine leather.

We upholster our closed models in the finest Chase Mohair. Cotton or ordinary wool, or a combination of both, would enable us to reduce our price from \$100 to \$150 per car. But we would thus sacrifice Studebaker quality and reputation.

LIGHT-SIX

5-Pass. 112" W.B. 40 H.P.	
Touring	1014.50
Roadster (3-Pass.)	1023.00
Coupe-Roadster (2-Pass.)	1193.00
Coupe (5-Pass.)	1393.00
Sedan	1483.00

SPECIAL-SIX

5-Pass. 119" W.B. 50 H.P.	
Touring	1425.00
Roadster (3-Pass.)	1400.00
Coupe (5-Pass.)	1895.00
Sedan	1985.00

BIG-SIX

7-Pass. 126" W.B. 60 H.P.	
Touring	\$1750.00
Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	2495.00
Sedan	2665.00

(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

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILE