



Chandler Proves "King Of The Road" To Local Citizen

"Billy" McBride Tells Local
Cleveland and Chandler
Dealer Of Auto Trip

General Delivery,
San Diego, Calif.
January 28, 1924.

Mr. Burt Jackson,
Birmingham, Mich.
Dear friend Burt,

Did you ever hear of a
line of seven cars—every
one a closed model?

Oakland's four open
models are quickly
transformed into closed
cars with Oakland's
unique glass enclosures.

True Blue
Oakland
SIX

Bloomfield-Oakland Sales and Service
119 N. WOODWARD AVENUE - Birmingham, Mich.

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

Ford
THE UNIVERSAL CAR

Forecasting A Tremendous
Spring Demand

739,626

more Ford cars and trucks were pro-
duced last year than the previous
year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was
impossible to meet delivery requirements during the spring
and summer months when orders for 350,000 Ford Cars
and Trucks could not be filled.

This year winter buying for immediate delivery has been
more active than ever before—and in addition 200,000
orders have already been booked through the Ford Weekly
Purchase Plan for spring delivery.

These facts clearly indicate that the demand during this
spring and summer will be far greater than ever, and that
orders should be placed immediately with Ford Dealers as
a means of protection against delay in securing your Ford
Car or Truck or Fordson Tractor.

Ford Motor Company
Detroit, Michigan

A small deposit down, with easy payments of
the balance through, or your installment order
the Ford Weekly Purchase Plan, will put your
order on the preferred list for spring delivery.

See the Nearest Authorized
Ford Dealer

STUDEBAKER SMASHES ALL PREVIOUS SALES RECORDS DURING 1922

YEAR COMPLETED IS GREATEST
BY FAR IN HISTORY OF
CORPORATION

Nineteen twenty-three was a banner
year for the automobile industry
in both production and sales of cars.
Coming after the year 1922, which
showed a remarkable improvement
over the "off year" 1921, the in-
crease in automobile business during
1922 is even more impressive.

Studebaker's record in making
1922 the banner year with the sale
of more than 145,000 cars follows a
series of phenomenal sales-records.
Each year for the past six years
Studebaker sales have greatly ex-
ceeded those of the previous year, ac-
cording to Wurster & Stapleton, local
Studebaker dealers.

Students of statistics will recall
the story that 1921 told. In that
year the sales of Studebaker cars
were 22.4 per cent greater than in
1920, while the total number of cars
sold of all other makes except Ford
was 40 per cent less than in 1920.

Stated otherwise, Studebaker's
ratio of sales in 1921 was 129 and the
total of other makes except Ford was
60, as compared with 1920.

1922, therefore, Studebaker had
the showing of a record year to sur-
pass and plans were laid for a pro-
duction of 100,000 cars, as compared
with 66,643 in 1921. Even with
this large increase in production, ac-
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WHY A ENGINE SHOULD BE "SHE" A LA JAPANESE

The following which is said
to have been originated by a
Japanese woman in California,
is being passed around by rail-
road men, and N. W. Hall gives
it to us:

I have thought to write you
about female engine on train.
You know why? Yes, they call
the for many because.

They wear jacket with yokes,
pins, hangers, straps, and
stays. They have apron, also
lap. They have not only shoes
but have pumps. Also hose and
drag train (passenger and
freight) behind; behind time
all time. They attract much
with puffs and muffers and
when draft too strong, petticoat
goes up. This also attract.

Sometimes they foam and refuse
work, when at such time they
should be switched. They need
guiding. It always require man
manager. They require man to
feed them. When abuse are
given, they quickly make scrap.
They are staidier when coupled
up but my cousin say they hell
experience. Is not enough
reason?

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Adjudged regular meeting of the Village
Commission held on Tuesday evening, February
5, 1924, at 7 o'clock.
Present: President McBride, Commissioner
Bell and Bingham.
182—Moved by President McBride that we
adopt the American-La France fire pump
as delivered by the company. Yes, 3; Nays,
0.
183—Moved by Commissioner Bingham
that the bill for the American-La France
Pumps be allowed. Yes, 3; Nays, 0.
184—Moved by President McBride that the
meeting adjourn. Yes, 3; Nays, 0.
HAZEL E. CLARK, Village Clerk.

Quiet as a ghost!

The wonderful Willys-Knight sleeve-
valve engine gives you quiet, silky action.
Closed bodies remarkably free from
power rumbles and vibration. No noisy
cams. No choking up with carbon.
No clicking valves to grind. This en-
gine improves with use! Owners report
50,000 miles without engine repair.
Touring \$1175; Sedan \$1795, f. o. b.
Toledo.

**WILLYS-
KNIGHT**

BOUGHNER BROS. GARAGE
Local Distributors

PHONE 70 Birmingham, Mich.

A Story of Success

How Studebaker Cars became leaders

145,000 people last year paid \$200,000,000 for them

THE most talked-about cars
among fine cars are the Stu-
debaker Sixes—at \$975 and up.

Sales have almost trebled in the
past three years. The demand for
these cars, growing by leaps and
bounds, has been Motordom's chief
sensation.

Over \$200,000,000 was last year
spent for Studebaker models.

Now we wish to explain, to all
who are interested, the
reasons for that success.

Studebaker has
always led

For 72 years the name
Studebaker has stood for
quality and class.

Studebaker equipages,
in the carriage days, held
premier place. The White
House owned them in the
days of Grant and
Harrison.

Now we make motor
cars only. But the Stu-
debaker name, in a modern
field, simply had to
maintain its prestige.

We had the money, we
had the incentive—we
who now control. And
our one ambition has
been to maintain the
Studebaker place.

\$90,000,000 assets
behind us

Studebaker assets are
\$90,000,000. We have
\$50,000,000 in modern
plants and equipment.

Not old plants re-adapted. We have
spent \$32,000,000 in new plants in
five years. We have equipped them
with 12,500 up-to-date machines.

Over \$8,000,000 was spent on drop
foundry plants alone. Another \$10,000,000
on body plants, to maintain our
prestige in coach building.

We believe that no other plant in
the country is so well equipped to

build quality cars as Studebaker.

Engineering—\$500,000 yearly

We created an engineering depart-
ment which costs \$500,000 yearly.

There are 125 skilled men there
who devote their time to studying
betterments in cars. They make
500,000 tests yearly.

There is a department of Methods
and Standards. They decide and fix
every standard in these cars.

Learn why 145,162 bought Studebakers in 1923

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

In 1919, 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 66,643 Studebaker cars, an increase of
29% over 1920.

In 1922, the public paid over \$155,000,000
for 110,269 Studebaker cars, an increase of
66% over 1921.

In 1923, the public paid over \$201,000,000
for 145,162 Studebaker cars, an increase of
32% over 1922.

In 1924, business has opened with Stude-
baker as never before.

Learn why all these buyers preferred
Studebakers.

Our factories employ 1,200 inspec-
tors, to make 30,000 inspections on
all Studebakers cars. Few flaws, few
mistakes can escape them. That we
believe is the finest organization
ever devoted to motor car building.

The price of quality

On some steel alloys iron-vital parts
we pay 15% extra to get them exact.

We spend \$600,000 yearly to ma-
chine all surfaces of crank shafts,
just as in Liberty Airplane Motors.
That is the reason for that perfect
balance, that absence of vibration.

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.

Open cars have real
leather upholstery. They
cost \$25 more per car
than imitation leather.

Our closed cars have
Chase Mohair uphol-
stery. This is made
from the soft fleece of
Angora goats. And a
Sedan requires from 15
to 18 yards.

Velour for this up-
holstery would save us up
to \$100 per car.

Note the finish of every
detail. Mark the infinite
care. They add 25% to
labor cost on luxurious
closed bodies.

Note the completeness
of our larger closed cars.
The nickel-plated bump-
ers, the extra disc wheels
and cord tires, the steel
trunk, the courtesy light,
etc. Think what they
would cost you, bought
as extras.

Thus we have made
the Studebaker the leader
of quality cars. We have
built a demand exceed-
ing 145,000 cars per year.

Learn the results of these efforts,
in fairness to yourself. Don't buy a
car at \$1,000 or over without know-
ing what we offer.

Compare the parts and details.
Mark the advantages we offer—
scores on scores. Our experience is
that 65% of those who do that buy a
Studebaker car.

LIGHT-SIX			SPECIAL-SIX			BIG-SIX		
5-Pass. 112" W. B. 40 H. P.			6-Pass. 119" W. B. 50 H. P.			7-Pass. 126" W. B. 60 H. P.		
Touring	-	\$950.00	Touring	-	\$1350.00	Touring	-	\$1750.